

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: INDONESIA TOTAL

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS) OF WHICH LOCAL MANUFACTURE				81,000	82,000
POPULATION TOTAL (MILLIONS)	143.15	145.58	148.03	150.52	153.03
PER CAPITA CONSUMPTION				558	555
COMPANY SHARES					
1) GUDANG GARAM (KRETAK)				24.7	26.0
2) DJARUM (KRETAK)				12.7	15.0
3) BAT (WHITE CIGTS)				14.0	11.7
4) BENTOEL (KRETAK)				11.3	11.6
5) STTC (WHITE CIGTS)				10.3	10.8
6) FAROKA (WHITE CIGTS)				2.0	1.9
7) OTHER KRETAK MANUFACTURES				18.0	15.7
8) OTHER WHITE CIGT. MANUFACTURERS				7.0	7.3
BRAND FAMILY SHARES %					
TRADEMARK					
BRAND NAME OWNERSHIP MANUFACTURER					
1) BRAND SHARES AMONG KRETAKS ARE NOT AVAILABLE					
2) COMODORE				11.2	9.7
3) HERO				2.4	3.3
4) UNION				2.3	1.9
5) KISARAN				1.5	1.6
6) KANSAS				1.3	1.6
7) ARDATH				1.2	1.1
MARKET SEGMENTATION %					
FILTER				52.7	54.4
NON-FILTER				47.3	45.6

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	1978	1979	1980	1981	1982
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TOBACCO TYPE SEGMENTATION %

BLOND: AMERICAN
VIRGINIA
KRETAK

-	0.03
33.3	31.67
66.7	68.3

CIGARETTE ADVERTISING MEDIA AVAILABILITY

* NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2
B) RADIO	2	2
C) NEWSPAPERS	1	1
D) MAGAZINES	1	1
E) COUPONS	1	1
F) POINT OF SALE	1	1
G) BILLBOARDS	1	1
H) CINEMA	1	1
I) SAMPLING	1	1

HEALTH WARNING & T&N LISTING
ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO
B) CARTONS	NO	NO
C) ADVERTISING	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO
B) CARTONS	NO	NO
C) ADVERTISING	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO
B) CARTONS	NO	NO
C) ADVERTISING	NO	NO

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EEMA (CONTINUED)

AREA IV - MIDDLE EAST WEST

ALGERIA

EGYPT

LEBANON

MOROCCO

AREA V - AFRICA, WEST AFRICA

BENITO (BENIN, NIGER, TOGO)

EAST AND SOUTH AFRICA, ZONE I

DJIBOUTI

ETHIOPIA

SOUTH AFRICAN CUSTOMS UNION

CENTRAL AFRICA

NIGERIA

AREA VI - SWITZERLAND

SWITZERLAND

III. AUSTRALIA/NEW ZEALAND

AUSTRALIA

FIJI

IV. ASIA

CHINA

GUAM

HONG KONG

INDIA

JAPAN

KOREA

MALAYSIA

PAKISTAN

PHILIPPINES

SINGAPORE

TAIWAN

THAILAND

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V. IBERIA
CANARY ISLANDS
PORTUGAL
SPAIN

VI. LATIN AMERICA
ARGENTINA
BOLIVIA
BRAZIL
CHILE
COLOMBIA
COSTA RICA
DOMINICAN REPUBLIC
ECUADOR
EL SALVADOR
GUATEMALA
MEXICO
PANAMA
PUERTO RICO
URUGUAY
VENEZUELA

VII. CANADA

VIII. U.S.A.

2500085146

I. E.E.C.

AUSTRIA

BELGIUM/LUXEMBOURG

FRANCE

GERMANY

GREECE

ISRAEL

ITALY

MALTA

NETHERLANDS

UNITED KINGDOM

2500085147

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: AUSTRIA

	1978	1979	1980	1981	1982
✓ TOTAL CIGARETTE CONSUMPTION (MILLIONS)	15,127	15,670	15,515	15,721	15,469
OF WHICH LOCAL MANUFACTURE:	AUSTRIA TABAK WERKE (MONOPOLY)				
IMPORTED FROM 1) B.A.T.	24.0	22.0	18.2	19.7	N.A.
2) R.J. REYNOLDS	45.7	48.2	51.1	52.1	N.A.
3) PHILIP MORRIS	3.3	3.1	2.6	1.9	N.A.
4) SEITA	42.4	48.7	58.9	56.8	N.A.
5) OTHERS	35.4	38.1	31.4	31.2	N.A.
POPULATION TOTAL (MILLIONS)	7.5	7.5	7.5	7.5	7.5
PER CAPITA CONSUMPTION	2028	2088	2067	2079	2040
POPULATION OVER 15% YR OF AGE (MILLIONS)	5.6	5.9	6.0	6.0	6.0
PER CAPITA OVER 15YRS	2685	2646	2600	2610	2495
SMOKER INCIDENCE					
% OF TOTAL POPULATION	24.0	23.4	23.4	23.5	23.5
% OF FEMALE POPULATION	23.0	24.0	25.0	26.5	27.0
% OF MALE POPULATION	56.0	55.0	54.0	53.4	53.0
COMPANY SHARES					
1) AUSTRIA TABAKWERKE A.G.	84.4	83.3	82.5	82.0	81.6
2) USA	7.0	7.2	7.1	6.5	5.9
3) GERMANY	7.3	8.0	8.9	9.8	10.0
4) GREAT BRITAIN	0.4	0.3	0.2	0.3	0.3
5) SWITZERLAND	0.5	0.6	0.6	0.7	0.6
6) FRANCE	0.2	0.4	0.4	0.5	0.5
7) OTHERS	0.2	0.2	0.3	0.2	1.1
NO. 2) - 8) : LICENSEE AND IMPORTS					

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(AUSTRIA)	1978	1979	1980	1981	1982		
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1)HOBBY	ATW	ATW	18.0	17.7	17.6	18.4	16.5
2)MILDE SORTE	ATW	ATW	13.6	14.5	14.5	14.2	14.3
3)FALK	ATW	ATW	12.7	13.1	13.3	13.0	12.7
4)DAMES	ATW	ATW	11.6	11.1	10.6	10.6	10.7
5)SMART EXPORT	ATW	ATW	8.4	7.2	6.1	5.5	5.1
6)MEMPHIS	ATW	ATW	5.6	6.4	7.0	7.7	8.8
7)MARLBORO	PM	ATW	5.2	5.6	5.8	5.0	4.6
8)HB	ATW	ATW	4.4	4.8	5.3	5.9	6.1
9)JOHNNY FILTER	ATW	ATW	3.5	3.3	3.1	2.9	3.7
10)A-3	ATW	ATW	2.9	2.4	1.5	1.5	---
11)ERNTE 23	REEMISMA	ATW	1.7	1.9	2.4	2.6	2.9
12)HOBBY EXTRA	ATW	ATW	1.2	1.4	1.2	1.2	1.3
13)FLIRT	ATW	ATW	0.9	0.8	0.9	---	---
14)FLIRT FILTER	ATW	ATW	1.0	1.0	1.0	1.1	---
15)CAMEL	RJ REYNOLDS	ATW	---	---	---	---	0.6
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			93.0	93.7	94.6	95.7	96.4
FILTER MENTHOL			0.5	0.5	0.5	0.5	0.3
NON-FILTER			6.5	5.8	4.8	3.8	3.6
PRICE SEGMENTATION *							
PREMIUM (A.S. 25-36 - IMPORTS)			---	---	---	---	1.2
HIGH (A.S. 26-32 - INT'L LICENSEE PRODUCTS)			---	---	---	---	17.2
MEDIUM (A.S. 20 - AVERAGE PRICE, ATW PRODUCTS)			---	---	---	---	81.6

*) A COMPARISON BETWEEN THE YEARS 1978-1981 IS MEANINGLESS BECAUSE OF INFLATION AND PRICE INCREASES DURING THIS PERIOD.

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(AUSTRIA)

	1978	1979	1980	1981	1982
TAR & NICOTINE SEGMENTATION %					
ULTRA LOW	---	---	---	1.0	1.0
LOW	---	---	---	48.0	52.0
MEDIUM	---	---	---	44.7	41.8
HIGH/FULL FLAVOR	---	---	---	6.2	5.1

*) A COMPARISON DURING THE YEARS 1978-1980 IS IMPOSSIBLE SINCE TAR AND NICOTINE CONTENTS ARE DEPENDING ON THE HARVEST AND THE COUNTRY OF ORIGIN.

*) THE AUSTRIAN MONOPOLY AND THE AUSTRIAN TOBACCO LAWS CONSIDER THE LTN CIGARETTE UP TO 15MG OF TAR AND 1.2 NICOTINE.

LENGTH SEGMENTATION %

70 MM AND SHORTER	---	---	---	---	---
71 MM TO 79 MM	6.3	5.9	5.2	3.5	3.1
80 MM to 85 MM	92.9	93.2	93.7	95.6	95.8
86 MM TO 94 MM	0.8	0.7	0.9	0.7	0.9
95 MM TO 99 MM	---	---	---	---	---
100MM	---	0.1	0.1	0.1	0.1
OVER 100 MM	---	0.1	0.1	0.1	0.1

PACK COUNT SEGMENTATION %

20 CIGTS/PACK	100	100	100	100	100
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PACK TYPE SEGMENTATION %

SOFT PACK	67.3	66.9	65.6	67.8	66.1
FLIP TOP BOX	26.6	29.1	31.4	30.5	28.1
SHOULDER PACK	4.7	0.4	0.2	0.2	0.2
SLIDE AND SHELL	0.7	0.3	0.4	0.4	0.4
PRINCESS PACK	---	---	---	---	---
OTHER	0.7	3.3	2.4	1.1	3.9

(AUSTRIA)	1978	1979	1980	1981	1982
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CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3
E) COUPONS	3	3	3	3	3
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

*) FOR ALL INTERNATIONAL LICENSED AND IMPORTED BRANDS ADVERTISING AND PROMOTION ARE TOTALLY PROHIBITED.

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGARS (MILLIONS)	61.0	58.3	52.1	49.7	43.0
PIPE TOBACCO (THOUSAND KILOS)	223.0	212.0	209.8	218.2	200.0
ROLL YOUR OWN (THOUSAND KILOS)	92.6	92.6	98.1	108.0	95.0
CHEWING TOBACCO (THOUSAND KILOS)	2.1	1.9	1.7	1.4	1.2
SNUFF (THOUSAND KILOS)	6.2	5.6	4.3	4.6	8.2

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BELGIUM/LUXEMBOURG

	1978 16,101,000,000	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	18,101.7	19,038.2	19,586.6	19,636.7	21,049.2
POPULATION TOTAL (MILLIONS)	10.3	10.3	10.3	10.3	10.3
PER CAPITA CONSUMPTION	1,757.4	1,848.4	1,901.6	1,906.5	2,043.6
POPULATION OVER 15 YR OF AGE (MILLIONS)	7.2	7.3	7.3	7.3	7.4
PER CAPITA OVER 15 YRS	2,514.1	2,608.0	2,683.1	2,690.0	2,844.5
SMOKER INCIDENCE					
% OF TOTAL POPULATION	32.0	N.A.	32.9	N.A.	34.0
% OF FEMALE POPULATION	23.0	N.A.	25.5	N.A.	29.3
% OF MALE POPULATION	42.0	N.A.	40.9	N.A.	39.1
COMPANY SHARES					
1) ROTHMANS	47.7	47.9	47.8	47.4	45.3
2) CINTA	14.2	14.3	14.5	14.4	15.1
3) PMB/WELTAB	6.5	7.4	8.8	10.3	11.5
4) B.A.T.	10.7	10.5	10.2	10.1	11.3
5) REYNOLDS/GOSSET	14.0	13.2	12.1	11.1	9.9
6) H. VAN LANDEWIJCK	6.9	6.7	6.6	6.7	6.9

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(BELGIUM/LUXEMBOURG)			1978	1979	1980	1981	1982	
BRAND FAMILY SHARES %								
	TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER						
1)BELGA	ROTHMANS	VAN DER ELST	31.3	31.7	31.2	33.8	31.3	
2)ST. MICHEL	GOSSET	GOSSET/RJR	11.9	11.3	10.2	10.1	8.6	
3)MARLBORO	PMB	PMB	2.4	3.7	5.4	6.7	8.3	
4)BASTOS	CINTA	CINTA	6.2	6.2	6.7	7.6	7.5	
5)GAULOISES	CINTA	CINTA	6.5	6.3	6.0	5.8	5.7	
6)BOULE D'OR	B.A.T.	B.A.T.	4.0	4.2	4.3	4.4	4.6	
7)JOHNSON	ROTHMANS	JUBILE/LAURENS	4.1	4.1	4.1	4.4	4.1	
8)RICHMOND	ROTHMANS	JUBILE/LAURENS	3.3	3.4	3.5	4.1	4.0	
9)P. STUYVESANT	ROTHMANS	INT'L SALES	3.3	3.5	3.7	3.7	4.0	
10)KENT	LORILLARD	H.V. LANDEWYCK	2.6	2.5	2.4	2.5	2.3	
11)BOULE NATIONALE	B.A.T.	B.A.T.	3.2	2.8	2.6	2.3	1.8	
12)ARMADA	WELTAB	PMB	1.3	1.2	1.1	1.2	1.1	
13)GOLD DOLLAR	B.A.T.	B.A.T.	0.5	0.5	0.5	0.6	1.0	
14)VISA	WELTAB	PMB	1.5	1.3	1.2	1.1	1.0	
15)DUNHILL	ROTHMANS	INT'L SALES	0.5	0.6	0.8	0.9	0.9	
OTHERS			17.4	16.7	16.3	10.8	13.8	
MARKET SEGMENTATION%								
FILTER (NON-MENTHOL)			78.2	79.7	81.0	82.3	83.6	
FILTER MENTHOL			0.9	0.6	0.7	0.7	0.7	
NON-FILTER			20.9	19.7	18.3	17.0	15.7	
PRICE SEGMENTATION								
	20'S	25'S	SIZE					
PREMIUM	+BF 55	-	KS	1.1	1.0	1.1	1.1	1.2
HIGH	BF 50-44	BF 56-88	KS	13.1	14.7	19.3	21.8	27.1
MEDIUM	BF 44-49	BF 55	KS/RS	84.5	83.0	78.4	76.0	70.4
LOW	-	BF 52	RS	1.4	1.3	1.2	1.1	1.3
TAR & NICOTINE SEGMENTATION%								
ULTRA LOW (0-6MG TAR)			0.4	0.9	1.0	1.1	1.8	
LOW (6-10MG TAR)			0.8	3.4	4.7	4.5	4.6	
FULL FLAVOR (+10- MG TAR)			98.8	95.7	94.3	94.4	93.6	

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(BELGIUM/LUXEMBOURG)

	1978	1979	1980	1981	1982
TOBACCO TYPE SEGMENTATION %					
BLOND: LOCAL BLOND	56.1	53.4	49.3	48.8	45.5
BLENDED	14.2	15.2	19.6	22.0	27.4
BLACK	28.5	27.2	25.4	23.6	20.7
LITN -LOCAL BLOND	0.5	3.0	4.0	3.7	3.9
-BLENDED	0.7	1.2	1.7	1.9	2.5
LENGTH SEGMENTATION %					
79 MM AND SHORTER RS	77.7	76.5	75.9	73.2	66.6
80 MM TO 85 MM KS	19.4	20.5	20.3	22.9	29.3
86 MM TO 94 MM SKS	0.9	0.9	1.0	1.0	1.1
96 MM TO 100MM	1.8	1.9	2.6	2.7	2.8
OVER 100M	0.2	0.2	0.2	0.2	0.2
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	10.8	12.2	17.0	19.8	25.2
25 CIGTS/PACK	89.2	87.8	83.0	80.2	74.8
PACK TYPE SEGMENTATION %					
SOFT PACK	93.6	92.3	89.9	86.3	83.0
FLIP TOP BOX (HINGE LID)	4.8	6.2	9.5	12.1	15.4
SLIDE AND SHELL	0.7	0.6	0.7	0.6	0.6
PRINCESS PACK	0.9	0.9	0.9	1.0	1.0

(BELGIUM/LUXEMBOURG)
CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

	1978	1979	1980	1981	1982
A) TELEVISION	3	3	2	2	2
B) RADIO	3	3	2	2	2
C) NEWSPAPERS	1	1	3	3	3
D) MAGAZINES	1	1	3	3	3
E) COUPONS	1	1	3	3	3
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	3
H) CINEMA	3	3	2	2	2
I) SAMPLING	1	1	3	3	3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	NO	NO
C) ADVERTISING	NO	NO	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS					
B) CARTONS	NO	NO	NO	NO	YES
C) ADVERTISING	NO	NO	NO	NO	NO
	NO	NO	NO	NO	NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGAR (MILLIONS)	232.0	213.7	204.1	163.3	---
SMOKING TOBACCO (THOUSAND KILOS)	4,891.3	4,647.2	4,546.6	4,933.1	---
CIGARILLOS (THOUSAND KILOS)	860.3	790.3	808.7	730.9	---

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: FRANCE

	1978	1979	1980	1981	1982	83	84
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	---	85,727	85,650	85,414	86,368		
POPULATION TOTAL (MILLIONS)	---	---	---	---	52.8		
PER CAPITA CONSUMPTION	---	---	---	---	16.36		
POPULATION OVER 15 YR OF AGE (MILLIONS)	---	---	---	---	40.8		
PER CAPITA OVER 15 YRS	---	---	---	---	21.18		
SMOKER INCIDENCE							
% OF TOTAL POPULATION	---	---	---	---	36.4		
% OF FEMALE POPULATION	---	---	---	---	39.6		
% OF MALE POPULATION	---	---	---	---	60.4		
COMPANY SHARES							
1) SEITA	---	79.2	74.4	70.3	67.1		
2) ROTHMANS	---	10.1	12.7	14.5	15.3		
3) PHILIP MORRIS	---	4.9	7.6	9.9	11.8	14.5	15.8
4) R.J. REYNOLDS	---	2.6	3.0	3.1	3.3		
5) OTHERS	---	3.2	2.3	2.2	2.5		

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(FRANCE)

1978

1979

1980

1981

1982

1983 1984

BRAND SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) GAULOISES N.F.		SEITA	---	24.7	24.7	24.0	23.0
2) GAULOISES F.		SEITA	---	20.0	17.4	15.4	13.9
3) MARLBORO RED		P. MORRIS	---	2.7 MFB 4.3	6.7	8.7	10.2
4) GITANES N.F.		SEITA	---	8.7	8.3	8.2	8.2
5) PETER STUYVESANT RED	X	TURMAC	---	4.7	5.7	6.4	6.8
6) GITANES F.		SEITA	---	6.5	5.3	4.7	4.5
7) GITANES MAIS N.F.		SEITA	---	4.0	3.6	3.3	3.1
8) CAMEL F.		R.J. REYNOLDS	---	1.6	1.8	1.9	2.1
9) PETER STUYVESANT EXTRA MILD	X	TURMAC	---	1.5	2.0	1.7	1.6
10) ROYALE		SEITA	---	1.6	1.5	1.4	1.4
11) GITANES MAIS F.		SEITA	---	2.0	1.7	1.6	1.4
12) ROTHMANS LEGERES	X	TURMAC	---	0.4	0.7	1.1	1.4
13) ROYALE MENTHOL		SEITA	---	1.1	1.2	1.3	1.3
14) ROTHMANS BLEUE	X	TURMAC	---	0.6	0.7	0.8	0.9
15) GAULOISES DISQUE BLEU F		SEITA	---	1.4	1.2	1.0	0.9

TOBACCO TYPE SEGMENTATION %

BLOND	---	25.2	30.9	35.4	39.1
BLACK	---	74.8	69.1	64.6	60.9

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GERMANY

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	121,729	123,569	127,062	129,609	111,496
OF WHICH LOCAL MANUFACTURE:	120,422	122,179	125,636	128,005	207,216
IMPORTED FROM 1) FRANCE	945	979	939	925	744
2) DENMARK	354	401	473	592	585
3) IRELAND	---	---	---	70	55
4) ITALY	8	10	14	17	32
5) OTHERS	---	---	---	---	2,864
POPULATION TOTAL (MILLIONS)	61.4	61.3	61.4	61.7	61.7
PER CAPITA CONSUMPTION	1,984	2,015	2,068	2,102	1,807
POPULATION OVER 15 YR OF AGE (MILLIONS)	49.1	49.5	50.1	50.7	51.1
PER CAPITA OVER 15 YRS	2,478	2,495	2,537	2,559	2,181
SMOKER INCIDENCE					
% OF TOTAL POPULATION	---	38	42	31	29
% OF FEMALE POPULATION	---	26	32	25	24
% OF MALE POPULATION	---	52	54	37	34
COMPANY SHARES					
1) REEMTSMA	23.7	22.6	21.6	21.6	20.6
2) BAT	29.3	28.2	27.8	27.5	27.2
3) BRINKMANN	18.5	18.1	17.4	16.8	14.8
4) PHILIP MORRIS	8.7	11.2	13.3	14.4	14.2
5) REYNOLDS	7.1	7.8	8.5	9.0	9.7
6) BAD. TABAK MANUFAKTUR	10.2	10.0	9.5	8.9	8.3
7) AUSTRIA	0.9	0.7	0.6	0.4	0.9
8) IMPERIAL	1.0	0.8	0.8	0.8	0.7
9) Others	0.7	0.6	0.6	0.7	3.6

2500085158

(GERMANY)

1978

1979

1980

1981

1982

FKB 1984

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) HB		BAT	20.2	19.2	18.6	18.1	17.9
2) MARLBORO		PHILIP MORRIS	8.6	11.1	13.2	14.3	14.0
3) LORD EXTRA	×	BRINKMANN	10.9	10.7	10.4	9.9	8.5
4) CAMEL		REYNOLDS	5.3	6.1	6.9	7.4	8.2
5) P. STUYVESANT		REEMTSMA	8.0	7.6	7.3	7.2	7.1
6) ERNIE 23		REEMTSMA	7.8	7.4	7.0	6.6	6.4
7) REVAL		BAD. TAB. MAN.	6.6	6.3	5.9	5.4	5.1
8) R 6		REEMTSMA	4.7	4.6	4.6	4.8	4.5
9) LUX	×	BRINKMANN	4.8	4.6	4.2	3.9	3.4
10) ROTHHANDLE		BAD. TAB. MAN.	3.6	3.7	3.6	3.4	3.2
11) KRONE		BAT	3.4	3.2	3.1	3.0	2.6
12) KURMARK		BAT	1.7	1.7	1.7	1.8	1.8
13) KIM		BAT	1.1	1.1	1.2	1.3	1.3
14) ATIKA		REEMTSMA	1.0	1.0	1.0	0.9	0.8
15) PEER	×	BRINKMANN	1.1	1.1	1.0	0.9	0.8
16) OTHERS			11.2	10.6	10.3	11.1	14.4

*) BRAND FAMILIES

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	86.2	86.4	87.0	87.6	88.3
FILTER MENTHOL	1.0	1.1	1.2	1.3	1.3
NON-FILTER	12.8	12.5	11.8	11.1	10.4

PRICE SEGMENTATION %

LOW PRICE (-DM 3.50)					3.7
SUB-MAIN-STREAM (DM 3.60-DM 3.80)	3.9	3.9	3.8	3.7	3.3
MAIN-STREAM (DM 3.80-DM 4.--)	57.9	56.0	54.4	53.5	52.7
PREMIUM (DM 4.--DM 4.20)	36.6	38.5	40.4	41.3	39.1
LUXURY (DM 4.20 +)	1.6	1.6	1.5	1.5	1.2

TAR & NICOTINE SEGMENTATION %

NICOTINE (mg)					
0.0 - 0.4	18.2	17.7	17.2	17.1	15.4
0.5 - 0.9	67.3	68.1	69.1	69.7	68.5
1.0 - 1.4	13.4	13.1	12.6	11.9	11.3
1.5 +	0.4	0.5	0.6	0.6	0.6

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(GERMANY)	1978	1979	1980	1981	1982
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	23.8	26.6	29.8	32.1	32.6
VIRGINIA	0.9	1.0	1.0	1.1	1.1
EUROPEAN	63.4	60.6	58.2	56.4	56.8
BLACK	10.9	10.8	10.2	9.6	8.9
ORIENTAL	0.3	0.2	0.2	0.1	0.1
OTHER (UNDEFINED)	0.7	0.8	0.6	0.7	0.5

LENGTH SEGMENTATION %					
84 MM AND SHORTER	13.3	12.9	12.1	11.3	10.5
84 MM - 85 MM	81.8	82.1	82.6	83.2	84.2
90 MM - 99 MM	2.0	2.2	2.2	2.3	2.5
100 MM	1.9	1.9	2.1	2.1	2.0
OVER 100 MM	0.4	0.4	0.4	0.4	0.4
OVER 100 MM	0.6	0.5	0.6	0.7	0.4

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3
H) CINEMA	3	3	3	3	3
I) SAMPLING	3	3	3	3	3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES

091980005Z

(GERMANY)	1978	1979	1980	1981	1982
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	2.367	2.187	2.155	1.970	1.723
PIPE TOBACCO (THOUSAND KILOS)	1.729	1.666	1.735	1.833	1.943
ROLL YOUR OWN (THOUSAND KILOS)	9.100	9.400	10.000	10.700	18.200
SNUFF (THOUSAND KILOS)	300	280	280	300	

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GREECE

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	22,131	22,200	22,270	23,479	25,684
OF WHICH LOCAL MANUFACTURE:	99.1%	98.7%	98.3%	95.2%	93.8%
IMPORTED FROM 1) GERMANY	0.1%	0.1%	0.5%	2.8%	3.8%
2) UK	0.6%	0.7%	0.8%	1.4%	1.8%
3) OTHERS	0.2%	0.5%	0.4%	0.6%	0.6%
POPULATION TOTAL (MILLIONS)	9.36	9.49	9.61	9.71	9.83
PER CAPITA CONSUMPTION	2364	2339	2317	2418	2613
POPULATION OVER 15 YR OF AGE (MILLIONS)	7.16	7.29	7.41	7.52	7.64
PER CAPITA OVER 15 YRS	3091	3045	3005	3122	3362
COMPANY SHARES					
1) PAPASTRATOS	35.8	38.6	41.3	40.0	41.0
2) KARELIA	34.8	32.6	29.6	26.9	25.2
3) KERANIS	15.9	14.6	14.1	13.6	13.9
4) GEORGIADIS	10.7	10.8	9.9	9.6	8.8
5) SEKAP			1.3	2.9	2.6
6) CONSTANTINOU	2.2	2.2	2.1	2.1	2.1
7) OTHERS	0.6	1.2	1.7	4.9	6.4

250008516Z

(GREECE)			1978	1979	1980	1981	1982	
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK	OWNERSHIP	MANUFACTURER					
1) ASSOS	PAPASTRATOS	PAPASTRATOS		22.0	25.4	24.4	22.6	22.5
2) KARELIA	KARELIA	KARELIA		26.1	24.6	22.6	19.9	18.0
3) MARLBORO	PAPASTRATOS	PM		2.4	5.8	10.1	13.8	15.6
4) NO 22	GEORGIDADIS	GEORGIADIS		10.4	10.8	9.9	9.6	8.8
5) MIL SORTÉ	ATW	ATW				0.4	2.8	3.1
6) REX	KARELIA	KARELIA		4.1	3.6	3.1	3.0	2.9
7) ETHNOS	KERANIS	KERANIS		4.8	4.0	3.3	2.8	2.5
8) KERANIS	KERANIS	KERANIS		1.8	1.8	1.8	2.0	2.4
9) OLD NAVY	PAPASTRATOS	PAPASTRATOS		3.1	2.9	2.8	2.3	2.2
10) OSCAR	KERANIS	KERANIS		2.3	2.1	2.1	2.2	2.2
11) SANTE	CONST/TINOUE	CONSTANTINOUE		2.2	2.2	2.1	2.1	2.1
12) PALLAS	KERANIS	KERANIS		2.9	2.8	2.3	1.9	2.0
13) KENT	B&W	KERANIS		0.3	0.5	0.8	1.0	1.4
14) ASTOR	REEMTSMA	SEKAP*		3.0	2.7	2.5	1.7	1.2
15) HB	BAT	KERANIS		0.3	0.4	0.7	0.8	1.0
16) OTHERS				14.3	10.4	11.1	11.5	12.1

*MANUFACTURED BY PAPASTRATOS UNTIL 1/1/81

MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			90.0	90.7	91.6	93.0	94.0
NON-FILTER			10.0	9.3	8.4	7.0	6.0

PRICE SEGMENTATION %							
PREMIUM DRS 40+ (AT 12/31/82)			---	9	15	23	28
HIGH 35-39			---	17	18	16	15
MEDIUM 28-34			---	67	62	57	54
LOW 20-27			---	7	5	5	4

TAR & NICOTINE SEGMENTATION %							
LOW (UNDER 15mg)			---	---	0.4	3.5	5.0
HIGH/FULL FLAVOR (mg+)			100.0	100.00	99.6	96.5	95.0

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(GREECE)	1978	1979	1980	1981	1982
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	7.1	11.0	16.5	24.2	27.8
ORIENTAL	87.9	84.0	78.7	71.4	67.7
OTHER (LOCAL BLENDED)	5.0	5.0	4.8	4.4	4.5
LENGTH SEGMENTATION %					
71 MM TO 79 MM	---	9.3	8.4	7.0	6.4
80 mm to 85 MM	---	87.0	87.9	89.5	90.0
95 MM TO 99 MM	---	0.5	0.4	0.5	0.5
100 MM	---	3.2	3.2	2.9	2.9
OVER 100 MM	---	---	0.1	0.1	0.2
PACK TYPE SEGMENTATION %					
SOFT PACK	3.5	4.3	4.9	5.8	6.4
FLIP TOP BOX	65.6	67.8	71.0	72.3	73.5
SHOULDER PACK	30.7	27.7	23.8	21.5	19.4
PRINCESS PACK	0.2	0.2	0.3	0.4	0.7
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

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(GREECE)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (KILOS)	25.8	23.7	28.7	27.2	25.8
PIPE TOBACCO (THOUSAND KILOS)	69.4	57.9	36.3	48.4	38.9

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ISRAEL

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (Millions)	6670	6670	6465	6588	6700
OF WHICH LOCAL MANUFACTURE:	92.4	91.9	91.3	91.8	91.0
IMPORTED FROM 1) USA	7.3	7.7	8.2	7.9	8.5
2) OTHERS	0.3	0.4	0.5	0.3	0.5
POPULATION TOTAL (MILLIONS)	3.8	4.1	4.3	4.3	4.3
PER CAPITA CONSUMPTION	1746	1627	1505	1532	1558
SMOKER INCIDENCE					41%
% OF FEMALE POPULATION	---	---	---	---	32%
% OF MALE POPULATION	---	---	---	---	53%
COMPANY SHARES					
1) DUBEK	87.4	86.9	86.6	88.0	87.3
2) B & W	3.5	3.8	3.8	3.7	4.2
3) PM	3.2	3.2	3.4	3.0	3.3
4) OTHERS	5.9	6.1	6.2	5.3	5.2
BRAND FAMILY SHARES %					
	TRADEMARK				
BRAND NAME	OWNERSHIP	MANUFACTURER			
1) TIME	DUBEK	DUBEK	57.3	59.9	60.0
2) EUROPA	DUBEK	DUBEK	10.6	11.0	9.9
3) BROADWAY	DUBEK	DUBEK	7.2	6.3	7.8
4) ROYAL	DUBEK	DUBEK	7.0	6.2	7.1
5) KENT	B&W	B&W	3.5	3.7	3.6
6) MARLBORO	PM	PM	3.7	3.1	3.2
7) ASCOT	DUBEK	DUBEK	2.4	1.6	1.4
8) OTHERS			8.3	8.2	7.0
					9.0
					11.1

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(ISRAEL)	1978	1979	1980	1981	1982
MARKET SEGMENTATION %					
FILTER	97.1	97.3	98.3	98.8	98.8
NON-FILTER	2.9	2.7	1.7	1.2	1.2
TAR & NICOTINE SEGMENTATION %					
ULTRA LOW					
LOW (less than 15mg)	---	---	---	0.1	0.1
HIGH/FULL FLAVOR (15mg+)	100	100	100	99.9	99.9
TOBACCO TYPE SEGMENTATION %					
BLOND	84	86	87	89	90
ORIENTAL	16	14	13	11	10
LENGTH SEGMENTATION %					
70 MM AND SHORTER	N.A.	N.A.	N.A.	N.A.	5
80 MM to 85 MM	N.A.	N.A.	N.A.	N.A.	85
100MM	N.A.	N.A.	N.A.	N.A.	10
PACK TYPE SEGMENTATION %					
SOFT PACK	N.A.	N.A.	N.A.	N.A.	10
FLIP TOP BOX	N.A.	N.A.	N.A.	N.A.	90
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

2500085167

(ISRAEL)

1978

1979

1980

1981

1982

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO

2500085168

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ITALY

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	88,800	96,800	98,700	100,970	101,641
OF WHICH LOCAL MANUFACTURE:	59,674	58,507	60,815	63,316	66,811
IMPORTED FROM 1) HOLLAND	14,746	18,504	19,143	19,966	18,280
2) GERMANY	6,394	8,095	7,490	6,942	6,259
3) FRANCE	752	740	633	617	581
4) BELGIUM	381	457	430	517	569
5) OTHERS	126	153	170	150	135
POPULATION TOTAL (MILLIONS)	56.8	56.9	57.1	57.2	57.3
PER CAPITA CONSUMPTION	1563	1701	1725	1765	1769
POPULATION OVER 15 YR OF AGE (MILLIONS) EST.	42.3	42.5	42.6	42.8	42.9
PER CAPITA OVER 15 YRS	2098	2280	2310	2358	2363
SMOKER INCIDENCE					
% OF TOTAL POPULATION	34	36	37	38	39
% OF FEMALE POPULATION	22	24	25	26	27
% OF MALE POPULATION	47	49	50	52	52
COMPANY SHARES					
1) MONITAL	67.3	60.4	61.6	62.7	65.7
2) PHILIP MORRIS	23.2	28.8	28.8	28.5	26.3
3) B.A.T.	2.4	3.5	3.5	3.2	3.0
4) AUSTRIA TABAKWERKE	2.0	2.1	1.8	1.5	1.1
5) REEMTSMAA	1.6	1.7	1.4	1.1	0.9
6) ROTHMANS	1.3	1.5	1.3	1.3	1.1
7) REYNOLDS	0.5	0.7	0.6	0.7	0.8
8) OTHERS	1.7	1.3	1.0	1.0	1.1

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(ITALY)	1978	1979	1980	1981	1982
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BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK	OWNERSHIP	MANUFACTURER					
1) MS	MONITAL	MONITAL	MONITAL	36.7	34.1	38.2	41.6	45.2
2) MARLBORO	PM	PM& (MONITAL LIC)	PM& (MONITAL LIC)	11.6	15.5	15.5	14.0	11.8
3) MURATTI-AMB	PM	PM& (MONITAL LIC)	PM& (MONITAL LIC)	5.9	6.6	5.9	5.5	4.7
4) DIANA	PM	MONITAL LIC.	MONITAL LIC.	2.9	2.7	2.6	3.3	3.7
5) NAZIONALI	MONITAL	MONITAL	MONITAL	9.7	8.7	5.8	4.3	3.6
6) PM MULTIF.	PM	PM	PM	1.2	1.7	2.1	3.1	3.2
7) LIDO	MONITAL	MONITAL	MONITAL	1.9	1.9	1.9	2.4	3.0
8) MERIT	PM	PM	PM	---	1.0	1.5	2.0	2.3
9) KIM	B.A.T.	B.A.T.	B.A.T.	1.4	2.0	2.3	2.3	2.2
10) SUPER	MONITAL	MONITAL	MONITAL	3.3	3.0	3.2	2.6	2.1
11) NAZIONALI ESP	MONITAL	MONITAL	MONITAL	2.7	2.1	2.1	2.1	2.0
12) N 80	MONITAL	MONITAL	MONITAL	2.7	2.1	1.8	1.9	2.0
13) ALFA	MONITAL	MONITAL	MONITAL	1.9	1.1	1.1	1.5	2.0
14) STOP	MONITAL	MONITAL	MONITAL	1.9	1.4	1.2	2.0	1.8
15) MILDE SORTE	AUSTRIA T.	AUSTRIA T.	AUSTRIA T.	1.9	2.0	1.7	1.4	1.1
16) OTHERS				14.3	14.1	13.1	10.0	9.3

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	86.1	87.8	90.1	91.5	92.1
FILTER MENTHOL	0.4	0.4	0.4	0.4	0.4
NON-FILTER	13.5	11.8	9.5	8.1	7.5

PRICE SEGMENTATION %

LIRA

HIGH	1450-1800	---	---	33.4	29.9
MEDIUM	1050-1400	---	---	52.6	56.9
POPULAR	550-1000	---	---	9.9	10.0
LOW	BELOW- 550	---	---	4.0	3.2

TAR & NICOTINE SEGMENTATION %

LOW	3.5	3.5	4.1	4.2	4.3
MEDIUM	13.0	14.0	14.7	13.7	13.0
HIGH/FULL FLAVOR	83.5	82.5	81.2	82.1	82.7

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(ITALY)	1978	1979	1980	1981	1982
TOBACCO TYPE SEGMENTATION %					
BLOND: BLENDED	N.A.	79.0	81.9	85.8	86.8
VIRGINIA	N.A.	1.1	1.0	1.1	1.1
DARK AIR-CURED	N.A.	19.9	17.1	13.1	12.2
EUROPEAN	N.A.	---	---	4.0	7.4
LENGTH SEGMENTATION %					
70 MM AND SHORTER	13.2	11.6	9.5	8.0	7.3
71 MM TO 80 MM	23.2	25.1	25.2	26.1	26.5
81 MM to 85 MM	59.2	57.8	59.1	58.6	58.7
86 MM TO 95 MM	2.6	3.2	3.5	3.6	3.6
95 MM TO 100 MM	1.7	2.2	2.6	3.6	3.8
OVER 100 MM	.1	.1	.1	.1	.1
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	.4	.3	.2	.2	.1
20 CIGTS/PACK	98.6	98.7	98.8	98.8	99.9
PACK TYPE SEGMENTATION %					
SOFT PACK	74.9	71.7	71.6	71.3	70.8
FLIP TOP BOX	24.3	27.6	27.8	28.0	28.5
SLIDE AND SHELL	0.2	0.2	0.1	0.1	0.1
PRINCESS PACK	0.6	0.5	0.5	0.6	0.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS:	1) YES				
	2) BANNED				
	3) RESTRICTED				
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2
D) MAGAZINES	2	2	2	2	2
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	2	2	2	2	2
G) BILLBOARDS	2	2	2	2	2
H) CINEMA	2	2	2	2	2
I) SAMPLING	2	2	2	2	2

171580009Z

(ITALY)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGAR (MILLIONS)	528	557	551	551	536
PIPE TOBACCO (THOUSAND KILOS)	1365	1390	1230	1105	950
ROLL YOUR OWN (THOUSAND KILOS)	80	71	80	82	96
SNUFF (THOUSAND KILOS)	105	99	91	85	81

2500085172

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MALTA

	1978	1979	1980	1981	1982		
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	594	614	638	660	700		
OF WHICH LOCAL MANUFACTURE:	97	97	96	96	96		
IMPORTED FROM 1) US	3	3	4	4	4		
2) UK							
POPULATION TOTAL (MILLIONS)	0.31	0.32	0.32	0.32	0.32		
PER CAPITA CONSUMPTION	1900	1920	2010	2060	2188		
COMPANY SHARES							
1) CARRERAS OF MALTA	61	61	62	59	59		
2) MALTA TOBACCO (BAT)	36	36	34	37	37		
3) GALLAHER	2	2	2	2	2		
4) PM	1	1	1	1	1		
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1) ROTHMANS	ROTHMANS	CARRERAS	32	34	45	44	---
2) DU MAURIER	BAT	MALTA TOB.	24	21	25	31	---
3) DUNHILL	ROTHMANS	CARRERAS	12	10	13	15	---
4) B&H	BAT	MALTA TOB.	6	8	10	6	---
5) SILK CUT	GALLAHER	GALLAHER	2	2	2	2	---
6) MARLBORO	PM	PM	1	1	1	1	---
7) OTHERS			23	24	4	1	---
MARKET SEGMENTATION %							
FILTER	100	100	100	100			---

5715800052

(MALTA)	1978	1979	1980	1981	1982
TAR & NICOTINE SEGMENTATION %					
LOW (-15mg)	5	7	9	8	---
HIGH/FULL FLAVOR (+15mg)	95	93	91	92	---
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	1	1	2	2	---
VIRGINIA	99	99	98	98	---
LENGTH SEGMENTATION %					
70 MM AND SHORTER	---	---	61	64	---
71 MM TO 79 MM	---	---	39	36	---
PACK TYPE SEGMENTATION %					
SOFT PACK	---	---	---	---	3
FLIP TOP BOX	---	---	---	---	95
PRINCESS PACK	---	---	---	---	2
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	---	---	2	2	2
B) RADIO	---	---	3	3	3
C) NEWSPAPERS	---	---	1	1	1
D) MAGAZINES	---	---	1	1	1
E) COUPONS	---	---	2	2	2
F) POINT OF SALE	---	---	1	1	1
G) BILLBOARDS	---	---	3	3	3
H) CINEMA	---	---	2	2	2
I) SAMPLING	---	---	1	1	1

2500085174

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: NETHERLANDS

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	22.5	25.6	21.6	21.0	20.9
POPULATION TOTAL (MILLIONS)	13.9	14.0	14.1	14.2	14.3
PER CAPITA CONSUMPTION	1618	1828	1529	1480	1464
POPULATION OVER 15 YR OF AGE (MILLIONS)	10.7	10.8	11.1	11.2	11.2
PER CAPITA OVER 15 YRS	2101	2369	1941	1876	1869
SMOKER INCIDENCE					
% OF TOTAL POPULATION	31.1	31.1	27.9	25.6	25.9
% OF FEMALE POPULATION	35.1	34.7	32.3	30.4	30.5
% OF MALE POPULATION	27.1	27.5	23.7	20.8	21.6
COMPANY SHARES					
1) B.A.T.	22.0	22.9	23.7	24.3	24.5
2) LAURENS (ROTHMANS)	26.7	27.1	26.3	25.5	23.8
3) TURMAC (ROTHMANS)	21.7	21.3	23.2	23.3	23.4
4) REYNOLDS	11.4	10.5	10.5	10.0	10.2
5) PHILIP MORRIS	5.2	5.8	7.9	8.8	10.0
6) NIEMEYER (Galika)	8.9	8.3	7.3	6.8	6.0
7) REEMTSMA	4.1	1.0	1.1	1.3	2.2

47.2

2500085175

(NETHERLANDS)			1978	1979	1980	1981	1982
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1) CABALLERO	ROTHMANS	LAURENS	23.0	23.1	23.1	22.3	20.5
2) CAMEL	REYNOLDS	REYNOLDS	8.8	9.0	10.0	9.5	9.7
3) P. STUYVES.	ROTHMANS	TURMAC	8.8	9.3	9.8	9.5	9.6
4) PALL MALL	ROTHMANS	TURMAC	7.5	7.7	9.1	9.0	9.0
5) MARLBORO	PH. MORRIS	PH. MORRIS	2.4	3.3	5.3	6.4	7.4
6) GLADSTONE	B.A.T.	B.A.T.	7.2	7.1	7.6	7.4	7.1
7) BELINDA	B.A.T.	B.A.T.	5.2	5.5	5.3	5.6	5.8
8) MANTANO	B.A.T.	B.A.T.	6.9	6.5	5.3	5.5	5.7
9) ROXY	GALLAHER	NIEMEYER	6.4	6.8	6.1	5.8	5.0
10) TIVOLI	ROTHMANS	LAURENS	2.0	1.9	2.1	2.2	2.2
11) NORTH STATE	B.A.T.	B.A.T.	1.7	1.6	1.9	1.7	1.4
12) RUNNER	PH. MORRIS	PH. MORRIS	2.0	1.8	1.2	1.2	1.2
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			55.3	58.6	59.6	61.5	64.8
FILTER MENTHOL			4.7	4.7	4.7	4.7	4.7
NON-FILTER			40.0	36.7	35.7	33.8	30.5
PRICE SEGMENTATION %							
HIGH	(DFL. 0,15 and more)		9.0	11.1	10.8	12.2	14.2
MEDIUM	(DFL. 0,14)		75.4	73.8	74.9	73.0	70.8
LOW	(DFL. 0,13)		12.4	11.6	12.2	12.6	12.3
ECONOMY	(BELOW DFL.0,13)		3.2	3.5	2.1	2.3	2.7
TAR & NICOTINE SEGMENTATION %							
ULTRA LOW (1-6 mg tar)			2.4	2.7	2.8	2.7	3.8
MEDIUM (7-12 mg tar)			11.3	11.8	11.3	33.8	30.05
HIGH/FULL FLAVOR (13+ mg tar)			46.3	48.8	50.2	52.3	54.7
TOBACCO TYPE SEGMENTATION %							
BLOND: AMERICAN			95.6	95.8	96.0	96.3	96.4
VIRGINIA			2.5	2.4	2.3	2.2	2.2
BLACK			1.9	1.8	1.6	1.5	1.4

971980005Z

(NETHERLANDS)	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
85 MM	94.2	94.3	94.5	94.5	94.5
95 MM TO 99 MM	5.6	5.4	5.3	5.3	5.4
100 MM	0.3	0.3	0.2	0.2	0.1
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	9.0	11.2	12.1	15.3	19.1
25 CIGTS/PACK	91.0	88.9	87.9	84.7	80.9
PACK TYPE SEGMENTATION					
SOFT PACK	----	92.3	90.5	87.7	85.2
FLIP TOP BOX	----	7.1	8.7	11.4	13.9
PRINCESS PACK	----	0.6	0.8	0.9	0.9
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	3	3	3	3	3
I) SAMPLING	3	3	3	3	3

2500085177

(NETHERLANDS)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON:					
A) PACKS	NO	NO	NO	NO	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	1052	927	902	824	751
PIPE TOBACCO (THOUSAND KILOS)	593	612	587	622	629
ROLL YOUR OWN (THOUSAND KILOS)	14003	14459	13862	14688	14872
CHEWING TOBACCO (THOUSAND KILOS)	222	230	220	233	236

8719800052

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: UNITED KINGDOM

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	124,300	123,300	120,800	108,300	99,700
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	100%
TOTAL IMPORTED:	*	*	*	*	*
POPULATION TOTAL (MILLIONS)	55.9	55.9	56.0	56.0	56.0
PER CAPITA CONSUMPTION	2,224	2,206	2,157	1,934	1,780
POPULATION OVER 15 YR OF AGE (MILLIONS)	43.6	43.8	44.2	44.3	44.5
PER CAPITA OVER 15 YRS	2,851	2,815	2,733	2,445	2,240
SMOKER INCIDENCE					
% OF TOTAL POPULATION	34	34	33	31	28
% OF FEMALE POPULATION	33	33	33	31	28
% OF MALE POPULATION	35	35	35	31	29
COMPANY SHARES					
1) IMPERIAL	55	54	51	50	46
2) GALLAHER	28	27	28	28	27
3) CARRERAS ROTHMAN	12	13	14	13	15
4) B.A.T.	3	3	4	6	7
5) PHILIP MORRIS	1	2	2	2	3
6) OTHERS	1	1	1	1	2

(*DENOTES LESS THAN 1%)

621980009Z

(UNITED KINGDOM)			1978	1979	1980	1981	1982
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) EMBASSY FAMILY		WILLS	24.5	22.4	20.6	18.3	17.9
2) BENSON & HEDGES KS/LL		GALLAHER	10.7	11.6	12.3	12.8	14.3
3) J. PLAYER SP. KS/INT		PLAYERS	0.4	0.2	2.8	8.3	9.6
4) SILK CUT FAMILY		GALLAHER	7.2	7.5	7.6	7.1	6.9
5) PLAYERS NO. 6 KS/F		PLAYERS	14.1	11.9	9.8	8.1	6.6
6) DUNHILL FAMILY KS/LL/INT		ROTHMANS	2.6	3.9	3.2	3.7	6.1
7) P. STUYVESANT FAMILY KS/EXM		ROTHMANS	1.3	0.5	1.6	2.6	3.7
8) STATE EXPRESS 555 FAMILY LL/LLEXM	B.A.T.		2.0	2.8	3.0	3.7	4.3
9) ROTHMAN'S KS/EXM		ROTHMANS	4.3	4.5	4.2	3.7	3.7
10) MARLBORO FAMILY		P. MORRIS	1.0	1.5	2.0	2.3	2.7
11) J. PLAYER KS/SK		PLAYERS	6.1	6.5	4.0	2.7	4.0
12) ARDATH		B.A.T.	---	---	---	---	1.9
13) LAMBERT & BUTLER FAMILY KS/SMP		WILLS	---	2.6	3.4	3.5	2.2
14) BERKELEY KS/LL		GALLAHER	---	---	---	---	1.5
15) DU MAURIER KS		B.A.T.	---	---	0.5	1.6	1.6
OTHERS			25.8	24.1	25.0	21.6	13.0
MARKET SEGMENTATION%							
FILTER (NON-MENTHOL)			90	92	92	93	94
FILTER MENTHOL			*	*	1	1	1
NON-FILTER			10	8	7	6	5
PRICE SEGMENTATION %							
PREMIUM			4	6	*	*	*
HIGH			57	64	70	35	38
MEDIUM			12	10	19	65	36
LOW			20	17	11	*	20
ECONOMY			7	3	*	*	6

(*DENOTES LESS THAN 1%)

081580009Z

(UNITED KINGDOM)

	1978	1979	1980	1981	1982
TAR & NICOTINE SEGMENTATION%					
LOW (1-10MG)	13	14	16	15	14
LOW TO MIDDLE (11-16MG)	7	6	11	14	18
MIDDLE/FULL FLAVOR (17-22MG)	72	74	73	71	68
MIDDLE TO HIGH (23-28MG)	*	*	*	*	*
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	2	2	3	3	3
VIRGINIA	98	98	97	97	97
MIXED	---	---	---	---	---
BLACK	*	*	*	*	*
LENGTH SEGMENTATION %					
70 MM AND SHORTER	30	25	21	16	13
71 MM TO 79 MM	16	13	11	9	8
80 MM TO 85 MM	54	61	65	72	70
86 MM TO 94 MM	*	1	3	4	6
95 MM TO 99 MM	---	---	---	---	1
100 MM	---	---	---	*	1
OVER 100 MM	---	---	*	*	1
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	2	2	3	4	8
11 TO 15 CIGTS/PACK	---	---	---	---	---
16 TO 19 CIGTS/PACK	*	*	---	---	---
20 CIGTS/PACK	98	98	97	96	92
PACK TYPE SEGMENTATION %					
SOFT PACK	*	*	*	*	*
FLIP TOP BOX	90	92	93	94	95
SLIDE AND SHELL	10	8	7	6	5
PRINCESS PACK	*	*	*	*	*

(*DENOTES LESS THAN 1%)

1815800092

(UNITED KINGDOM)	1978	1979	1980	1981	1982
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS:	1) YES				
	2) BANNED				
	3) RESTRICTED				
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3
H) CINEMA	3	3	3	3	3
I) SAMPLING	3	3	3	3	3
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON:	A) PACKS				
	YES	YES	YES	YES	YES
	B) CARTONS				
	NO	NO	NO	NO	NO
	C) ADVERTISING				
	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:					
	A) PACKS				
	NO	NO	NO	NO	NO
	B) CARTONS				
	NO	NO	NO	NO	NO
	C) ADVERTISING				
	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
	A) PACKS				
	YES	YES	YES	YES	YES
	B) CARTONS				
	NO	NO	NO	NO	NO
	C) ADVERTISING (EXCEPT SPORTS SPONS)				
	YES	YES	YES	YES	YES

2500085182

(UNITED KINGDOM)

1978

1979

1980

1981

1982

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGAR (MILLIONS)

1,730

1,755

1,695

1,610

N.A.

PIPE TOBACCO (THOUSAND KILOS)

4,627

4,218

3,992

3,810

N.A.

ROLL YOUR OWN (THOUSAND KILOS)

6,078

5,715

5,625

6,214

N.A.

CHEWING TOBACCO (THOUSAND KILOS)

SNUFF (THOUSAND KILOS)

181

91

90

88

N.A.

BIDI (MILLIONS)

KRETEK (MILLIONS)

2500085183

EW33

2500085184

II. I.M.A.

AREA I - SCANDINAVIA/FINLAND

DENMARK

FINLAND

ICELAND

NORWAY

SWEDEN

AREA II - EASTERN EUROPE

POLAND

TURKEY

U.S.S.R.

AREA III - MIDDLE EAST SOUTH

BAHRAIN

KUWAIT

OMAN

QATAR

SAUDI ARABIA

UNITED ARAB EMIRATES (ABU DHABI, DUBAI)

AREA IV - MIDDLE EAST WEST

ALGERIA

EGYPT

LEBANON

MOROCCO

AREA V - AFRICA, WEST AFRICA, ZONE I

BENITO (BENIN, NIGER, TOGO)

EAST AND SOUTH AFRICA, ZONE I

DJIBOUTI

ETHIOPIA

ZONE III

SOUTH AFRICAN CUSTOMS UNION (BOTSWANA,
LESOTHO, NAMIBIA, REPUBLIC OF SOUTH
AFRICA, SWAZILAND)

CENTRAL AFRICA

NIGERIA

AREA VI - SWITZERLAND

SWITZERLAND

58158000SZ

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: DENMARK

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	7.4	7.4	7.2	7.3	8.0
PER CAPITA OVER 15 YRS	1897	1897	1846	1872	N.A.
COMPANY SHARES					
1) SKANDINAVISK TOB.	98.4	98.7	98.9	98.9	98.9
2) PHILIP MORRIS	0.9	0.8	0.6	0.6	0.6
3) NORDISK TOBAK	0.7	0.5	0.15	0.5	0.5

250085186

(DENMARK)	BRAND SHARES %	BRAND NAME	TRADEMARK	OWNERSHIP	MANUFACTURER	MARKET SEGMENTATION%	FILTER	NON-FILTER	PRICE SEGMENTATION	HIGH	MEDIUM	LOW	LENGTH SEGMENTATION %	70 MM AND SHORTER	80 MM TO 85 MM	100 MM
1978	42.2	1) PRINCE F	STC	23.8	7.7	5.5	3.6	4.2	3.0	4.6	1.3	3.0	3.3	3.0	1.5	1.6
1979	36.9	2) CECIL NF	STC	22.7	8.3	5.2	4.2	3.2	3.0	4.2	4.2	3.2	3.4	2.9	1.4	1.3
1980	36.0	3) LOOK F	STC	22.0	9.8	5.6	4.2	3.6	3.0	4.2	4.2	3.6	3.4	2.6	1.3	1.3
1981	35.7	4) PRINCE LIGHT F	STC	21.7	10.3	5.6	4.2	3.6	3.0	4.2	4.2	3.6	3.4	2.6	1.3	1.3
1982	34.6	5) LOOK MENTHOL	STC	21.2	11.1	6.6	4.5	4.4	4.3	4.2	4.2	3.6	3.4	2.6	1.3	1.3
		6) KINGS NF	STC	21.2	11.1	6.6	4.5	4.4	4.3	4.2	4.2	3.6	3.4	2.6	1.3	1.3
		7) LOOK LIGHT	STC	21.2	11.1	6.6	4.5	4.4	4.3	4.2	4.2	3.6	3.4	2.6	1.3	1.3
		8) SCOTSMAN BLUE NF	STC	21.2	11.1	6.6	4.5	4.4	4.3	4.2	4.2	3.6	3.4	2.6	1.3	1.3
		9) VIKING NF	STC	21.2	11.1	6.6	4.5	4.4	4.3	4.2	4.2	3.6	3.4	2.6	1.3	1.3
		10) NORTH ST. BLUE NF	STC	21.2	11.1	6.6	4.5	4.4	4.3	4.2	4.2	3.6	3.4	2.6	1.3	1.3
1978	64.7	FILTER	64.7	35.3	34.7	65.3	65.6	33.7	66.9	34.1	66.9	34.1	66.9	34.1	66.9	34.1
1979	65.3	NON-FILTER	65.3	34.7	34.7	65.3	65.6	33.7	66.9	34.1	66.9	34.1	66.9	34.1	66.9	34.1
1980	5.2	PRICE SEGMENTATION	5.2	5.2	5.2	5.2	5.2	5.2	5.2	5.2	5.2	5.2	5.2	5.2	5.2	5.2
1981	5.1	HIGH	5.1	5.1	5.1	5.1	5.1	5.1	5.1	5.1	5.1	5.1	5.1	5.1	5.1	5.1
1982	5.3	MEDIUM	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3
	5.3	LOW	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3
	5.3	LENGTH SEGMENTATION %	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: FINLAND

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	6.6	6.9	7.0	6.6	6.9
PER CAPITA CONSUMPTION	1754	1827	1843	1714	N.A.
COMPANY SHARES					
1) PHILIP MORRIS (AMER-TUPAKKA)	41.6	42.1	44.4	44.8	47.3
2) RETTIG-STRENGBERG	25.4	24.5	24.8	24.4	23.7
3) SUOMEN-TUPAKKA (BAT)	24.5	24.9	22.8	23.3	21.8
4) AMER-TUPAKKA	7.4	7.5	7.2	6.6	6.5
5) OTHERS	1.1	1.0	0.8	0.9	0.7

8815800052

(FINLAND)	1978	1979	1980	1981	1982		
BRAND SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1)MARLBORO		P. MORRIS	---	34.6	34.2	32.4	30.7
2)NORTH STATE F		S. -T.	---	21.2	18.0	17.7	16.8
3)COLT LS F		R. -S.	---	13.6	11.3	11.2	10.4
4)MARLBORO LIGHTS		P. MORRIS	---	1.9	4.0	4.7	5.7
5)BELMONT EXTRA MILD		P. MORRIS	---	0.4	1.1	2.6	5.4
6)LIGHT 5		R. -S.	---	1.1	4.5	3.7	4.3
7)BELMONT MULTIFILTER		P. MORRIS	---	1.3	1.6	1.9	2.4
8)FORM SPECIAL		A. -T.	---	2.6	2.8	2.3	2.4
9)MARLBORO MENTHOL		P. MORRIS	---	2.6	2.3	2.3	2.2
10)ARMIRO MILD		R. -S.	---	2.6	2.7	2.5	2.0
MARKET SEGMENTATION%							
FILTER			97.4	97.6	98.1	98.2	98.5
NON-FILTER			2.6	2.4	1.9	1.8	1.5
TAR & NICOTINE SEGMENTATION%							
LOW 0-5 MG			-	1.1	7.4	7.8	9.7
MEDIUM 6-12 MG			14.8	15.2	17.2	19.4	22.8
HIGH/FULL FLAVOR			85.2	83.7	75.4	72.8	67.5
LENGTH SEGMENTATION %							
70 MM AND SHORTER			34.4	33.2	27.8	27.1	24.1
75 MM - 80 MM			63.8	65.1	71.0	71.6	74.8
85 MM			1.8	1.7	1.2	1.3	1.1

250008518Z

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ICELAND

	1978	1979	1980	1981	1982		
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.376	0.37	0.38	0.40	0.42		
PER CAPITA CONSUMPTION	1682	1610	1650	1740	1826		
COMPANY SHARES							
1) R.J. REYNOLDS	---	69.5	70.1	71.6	72.8		
2) BROWN & WILLIAMSON (B&W)	---	25.9	23.6	20.4	17.3		
3) PHILIP MORRIS	---	3.6	4.7	6.4	8.2		
4) OTHERS	---	1.0	1.6	1.6	1.7		
BRAND SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) WINSTON KS		REYNOLDS	---	32.6	31.6	31.7	
2) WINSTON LIGHTS KS		REYNOLDS	---	9.2	10.9	13.1	14.2
3) CAMEL RS NF		REYNOLDS	---	18.4	16.3	14.6	13.3
4) VICEROY KS		BROWN & WILLIAMSON	---	17.7	15.7	12.9	11.0
5) SALEM LIGHTS KS		REYNOLDS	---	1.6	2.9	4.0	5.2
6) MALBORO KS		P. MORRIS	---	3.0	3.6	4.3	5.0
7) SALEM KS MENTHOL		REYNOLDS	---	3.6	3.5	3.3	3.3
8) KENT KS		BROWN & WILLIAMSON	---	3.6	3.5	3.3	2.3
9) MARLBORO LIGHTS		P. MORRIS	---	---	0.5	1.2	2.1
10) VICEROY LIGHTS		BROWN & WILLIAMSON	---	1.0	1.6	1.8	1.4
11) OTHERS			---	9.3	8.9	9.9	10.5
MARKET SEGMENTATION %							
FILTER	---	77.6	79.9	83.7	N.A.		
NON-FILTER	---	22.4	20.1	16.3	N.A.		

061980009Z

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: NORWAY

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1.9	2.0	2.2	2.0	1.7
PER CAPITA OVER 15YRS	602	657	713	632	536
COMPANY SHARES					
1) B.A.T.	30.3	31.0	28.5	27.5	27.8
2) SKANDINAVISK TOBACCO CO. (STC)	16.0	16.5	18.4	19.8	21.2
3) PHILIP MORRIS	12.7	14.7	15.9	16.7	16.9
4) TIEDEMANN	19.2	16.7	14.8	13.7	12.2
5) TEI (ROTHMANS)	8.5	9.5	11.2	11.5	11.3
6) REYNOLDS	8.2	6.8	6.6	6.8	6.6
7) LANGAARD	4.8	4.0	3.8	3.2	3.3
8) OTHERS	0.3	0.8	0.8	0.8	0.8

BRAND SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER				
1) PRINCE F		STC	---	13.2	13.4	13.6
2) MARLBORO RED		P. MORRIS	---	11.0	11.7	12.0
3) PALL MALL F		B.A.T.	---	11.1	9.9	9.0
4) PALL MALL NF		B.A.T.	---	10.2	9.6	9.0
5) PRINCE MILD		STC	---	3.3	5.0	6.2
6) PALL MALL MILD		B.A.T.	---	5.2	5.5	5.6
7) DUNHILL F		TEI	---	3.8	4.2	4.2
8) SOUTH STATE NF		TIEDEMANN	---	5.2	4.7	4.5
9) SOUTH STATE F		TIEDEMANN	---	4.0	3.4	3.8
10) MERIT		P. MORRIS	---	2.5	2.5	2.5

161580005Z

(NORWAY)			1978	1979	1980	1981	1982
BRAND SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
11) COOLY		LANGAARD	---	3.6	3.3	2.9	2.5
12) WINSTON		REYNOLDS	---	2.7	2.9	2.8	2.5
13) ROTHMANS KS		TEI	---	2.8	2.5	2.5	2.4
14) PALL MALL EXTRA MILD		B.A.T.	---	1.0	1.5	1.7	2.4
15) SALEM		REYNOLDS	---	3.0	2.5	3.3	2.4
16) TEDDY NF		TIEDEMANN	---	2.6	2.8	2.1	1.9
17) PETTERE KSF		TIEDEMANN	---	---	1.5	1.5	1.9
18) BENSON & HEDGES		B.A.T.	---	1.3	1.0	1.0	1.3
19) KENT		TIEDEMANN	---	1.0	1.0	1.0	1.1
20) MARLBORO LIGHTS		P. MORRIS	---	0.5	0.7	0.8	0.8
OTHERS			---				
			-	12.0	10.4	10.0	11.8
MARKET SEGMENTATION %							
FILTER			79.4	80.0	81.4	82.7	84.7
NON-FILTER			20.6	20.0	18.6	17.3	15.3

CIGARETTE ADVERTISING MEDIA AVAILABILITY

- *NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

- A) TELEVISION
B) RADIO
C) NEWSPAPERS
D) MAGAZINES
E) COUPONS
F) POINT OF SALE
G) BILLBOARDS
H) CINEMA
I) SAMPLING

NO CIGARETTE ADVERTISING PERMITTED.

2500085192

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SWEDEN

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	11.7	11.9	11.9	11.5	12.0
PER CAPITA OVER 15YRS	1795	1784	1784	1712	1773
COMPANY SHARES					
1) SWEDISH TOBACCO CO. (STA)	87.3	87.3	87.6	87.7	87.4
2) PHILIP MORRIS	9.4	9.6	9.5	9.5	9.7
3) B.A.T. (INCL. LORILLARD)	2.6	2.4	2.2	2.0	2.0
4) R.J. REYNOLDS	0.4	0.4	0.4	0.5	0.5
5) OTHERS	0.3	0.3	0.3	0.3	0.4

BRAND SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) PRINCE F		STA	24.4	18.3	18.3	18.2	18.5
2) BLEND F		STA	12.1	11.8	12.2	12.7	13.9
3) PRINCE LIGHTS		STA	---	6.9	7.3	8.0	9.1
4) BLEND EXTRA		STA	7.3	7.4	5.5	6.2	5.7
5) JOHN SILVER F		STA	5.2	4.4	4.3	4.4	4.5
6) COMMERCE F		STA	7.5	6.1	6.0	4.7	4.3
7) MARLBORO		P. MORRIS	3.3	4.1	4.3	4.0	4.2
8) GLENN F		STA	6.4	5.6	5.4	5.0	4.2
9) BLEND ULTRA		STA	---	2.5	5.8	5.1	3.9
10) RIGHT F		STA	---	1.7	2.1	3.1	3.6

8615800052 |

(SWEDEN)	1978	1979	1980	1981	1982
BRAND SHARES %					
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER			
11) BLEND MENTHOL	STA	3.9	4.1	4.1	3.6
12) COMMERCE NF	STA	5.0	4.2	4.1	3.9
13) JOHN SILVER REG.	STA	5.1	4.7	4.3	3.9
14) HOBSON F	STA	3.2	2.6	2.5	2.4
15) BOND STREET F	P. MORRIS	3.2	2.7	2.6	2.0
16) BLEND ULTRA MENTHOL	STA	---	---	---	1.4
17) BOND LTN	P. MORRIS	1.2	1.5	1.6	1.5
18) COMMERCE LIGHTS	STA	---	---	0.6	1.4
19) MINDEN MENTHOL	STA	1.3	1.3	1.1	0.9
20) NEW LOOK F	B.A.T.	0.9	0.8	1.0	0.8
OTHERS		10.0	9.3	6.9	6.8
MARKET SEGMENTATION %					
FILTER		87.2	88.9	89.4	90.3
NON-FILTER		12.8	11.1	10.6	9.7
PRICE SEGMENTATION					
HIGH		---	---	---	44.0
LOW		---	---	---	56.0
TAR & NICOTINE SEGMENTATION %					
LOW (0-8)		7.3	9.9	12.3	12.0
MEDIUM (9-14)		18.2	23.4	24.8	26.7
HIGH/FULL FLAVOR (ABOVE 14)		74.5	66.7	62.9	61.3

2500085194

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: POLAND

	1978	1979	1980	1981	1982		
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	91.4	93.0	93.4	89.5	92.0		
PER CAPITA CONSUMPTION	2611	2638	2625	2493	N.A.		
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1)POPULARNE		LUBLIN FACTORY	---	55.4	53.5	57.0	58.0
2)KLUBOWE F		LUBLIN FACTORY	---	25.3	28.6	24.7	23.7
3)CARMEN F		LUBLIN FACTORY	---	1.7	1.6	3.0	3.0
4)EKSTRA MOCNE F		LUBLIN FACTORY	---	1.7	2.0	3.0	3.0
5)GIEWONT F		LUBLIN FACTORY	---	1.9	1.8	2.9	2.9
6)RADOMSKIE		LUBLIN FACTORY	---	4.0	3.4	1.9	1.9
7)ORIENT		LUBLIN FACTORY	---	1.0	1.0	1.8	1.8
8)CARO F		LUBLIN FACTORY	---	2.4	1.6	1.6	1.6
9)MARLBORO/LIC.		KRAKOW FACTORY	---	2.0	2.0	0.7	0.2
10)ZEFIR F		LUBLIN FACTORY	---	0.7	0.8	0.8	0.8
MARKET SEGMENTATION %							
FILTER	40.9	45.3	47.5	40.0	45.0		
NON-FILTER	59.1	54.7	52.5	60.0	55.0		

2500085195

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: TURKEY

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	56.9	67.9	70.4	74.7	78.0
PER CAPITA CONSUMPTION	1320	1536	1567	1611	N.A.
BRAND SHARES %					
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER			
1) MALTEPE F	---	10.2	14.2	18.8	44.3
2) SAMSUN F	---	51.8	43.8	47.2	27.9
3) BIRINCI NF	---	15.1	17.5	21.1	17.3
4) BAFRA NF	---	16.9	16.8	9.0	7.9
MARKET SEGMENTATION %					
FILTER	59.6	65.7	65.6	69.4	73.8
NON-FILTER	40.4	34.3	34.4	30.6	26.2

CIGARETTE ADVERTISING MEDIA AVAILABILITY

- *NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

- A) TELEVISION
B) RADIO
C) NEWSPAPERS
D) MAGAZINES
E) COUPONS
F) POINT OF SALE
G) BILLBOARDS
H) CINEMA
I) SAMPLING

ALL CIGARETTE ADVERTISING IS PROHIBITED, EXCEPT IN FOREIGN LANGUAGE PUBLICATIONS AND IN SOME DUTY FREE OUTLETS.

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: U.S.S.R.

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	455	433	435	438	426
PER CAPITA OVER 15YRS	2449	2330	2637	2724	N.A.
MARKET SEGMENTATION %					
FILTER	28	28	32	33	32
NON-FILTER	72	72	68	67	68
LENGTH SEGMENTATION %					
80 MM to 85 MM	---	---	---	---	85.0
100MM	---	---	---	---	15.0
OVER 100 MM	---	---	---	---	

CIGARETTE ADVERTISING MEDIA AVAILABILITY

- *NOTATIONS: 1) YES
 2) BANNED
 3) RESTRICTED

- A) TELEVISION
 B) RADIO
 C) NEWSPAPERS
 D) MAGAZINES
 E) COUPONS
 F) POINT OF SALE
 G) BILLBOARDS
 H) CINEMA
 I) SAMPLING

NO ADVERTISING IS PERMITTED.

2500085197

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BAHRAIN

	1978	1979	1980	1981	1982		
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.6	0.6	0.6	0.6	0.6		
PER CAPITA CONSUMPTION	1765	1935	1667	1875	N.A.		
IMPORT SHARES							
1)UNITED KINGDOM IMPORTS	68.4	71.5	70.2	73.4	77.6		
2)PHILIP MORRIS	9.1	9.6	9.3	9.8	9.2		
3)OTHER U.S. IMPORTS	15.8	12.9	12.4	12.4	10.8		
4)OTHER IMPORTS	6.7	6.0	8.1	4.4	2.4		
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1)ROTHMANS		TEI	23.8	26.2	23.7	19.3	22.4
2)DUNHILL		TEI	17.2	20.3	20.7	20.3	20.6
3)JUBILEE		LAURENS	---	---	2.5	9.7	9.5
4)MARLBORO		P. MORRIS	9.1	8.8	8.7	9.0	8.2
5)PLAYERS GOLD LEAF		B.A.T.	0.2	0.5	1.0	3.0	6.7
6)KENT		BROWN & WILLIAMSON	10.8	9.3	8.0	8.0	6.7
7)SILK CUT		GALLAHER	2.2	3.2	4.3	5.0	5.1
8)555		B.A.T.	11.4	7.8	4.5	5.3	4.7
9)BENSON & HEDGES		B.A.T.	4.9	4.7	4.8	5.8	3.2
10)CRAVEN A		TEI	5.6	4.6	3.5	2.3	2.0
11)WINSTON		R.J. REYNOLDS	1.6	1.9	2.7	2.5	2.0
OTHERS			13.2	12.7	15.6	9.8	8.9
MARKET SEGMENTATION %							
FILTER			99.0	99.0	99.0	99.0	99.0
NON-FILTER			1.0	1.0	1.0	1.0	1.0

861S8000SZ

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: KUWAIT

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	3.17	3.47	3.35	2.73	3.05
PER CAPITA CONSUMPTION	2620	2690	2445	2007	2276
COMPANY SHARES					
1) PHILIP MORRIS	38.5	37.2	37.3	39.2	38.2
2) TEI	33.9	39.5	40.9	39.9	37.8
3) BROWN & WILLIAMSON/LORILLARD	10.7	8.2	6.5	6.5	7.6
4) B.A.T.	6.4	5.8	5.7	4.2	7.5
5) R. J. REYNOLDS	4.5	4.9	4.5	3.7	3.3
6) GALLAHER	1.3	1.2	1.3	1.5	1.7
7) OTHERS	4.7	3.2	3.8	5.0	3.9

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) MARLBORO		P. MORRIS	36.3	35.1	35.4	37.1	36.2
2) ROTHMANS		TEI	21.2	26.7	27.7	26.2	24.9
3) CRAVEN A		TEI	9.5	8.8	7.9	6.6	5.8
4) KENT		LORILLARD	10.6	8.2	6.4	6.3	5.6
5) DUNHILL		TEI	3.2	3.6	5.1	6.3	5.0
6) PLAYERS GOLD LEAF		B.A.T.	---	---	---	---	3.5
7) WINSTON		R.J. REYNOLDS	4.5	4.4	4.0	3.5	2.8
8) VICEROY		BROWN & WILLIAMSON	---	---	0.1	0.2	1.8
9) DU MAURIER		B.A.T.	3.8	3.7	3.0	2.1	1.8
10) SILK CUT		GALLAHER	1.3	1.2	1.3	1.5	1.6
11) L&M		P. MORRIS	1.7	1.4	1.4	1.5	1.5
12) 555		B.A.T.	1.8	1.2	1.2	1.1	1.4
13) BENSON & HEDGES		B.A.T.	0.8	0.5	0.7	0.8	0.8
OTHERS			5.3	5.2	5.8	6.8	7.3

MARKET SEGMENTATION %

FILTER	99.0	99.0	99.0	99.0	99.0
NON-FILTER	1.0	1.0	1.0	1.0	1.0

661S8000SZ

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: OMAN

	1978	1979	1980	1981	1982		
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.9	0.9	1.0	1.1	1.2		
PER CAPITA CONSUMPTION	1071	1047	1124	1196	N.A.		
IMPORT SHARES							
1) PHILIP MORRIS	5.9	9.0	6.6	7.2	5.7		
2) OTHER U.S. IMPORTS	10.3	7.0	7.2	4.8	3.9		
3) UNITED KINGDOM IMPORTS	77.6	72.0	74.0	69.6	75.8		
4) OTHERS	6.2	12.0	12.2	18.4	14.6		
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK						
	OWNERSHIP	MANUFACTURER					
1) ROTHMANS		TEI	40.5	40.8	42.0	34.4	32.0
2) PLAYERS GOLD LEAF		B.A.T.	8.4	12.1	15.6	18.5	21.5
3) DUNHILL		TEI	---	0.8	1.9	5.9	6.5
4) WILLS		ITC/B.A.T.	---	---	4.6	6.2	6.3
5) STATE EXPRESS		B.A.T.	13.5	6.8	5.9	4.6	5.9
6) MARLBORO		P. MORRIS	5.9	9.0	6.6	7.2	5.6
7) BENSON & HEDGES		B.A.T.	2.2	2.1	2.3	2.0	2.9
8) KENT		BROWN & WILLIAMSON	4.5	4.0	3.4	2.9	2.0
9) WINSTON		REYNOLDS	3.4	2.0	1.7	1.6	1.1
10) CRAVEN A		TEI	10.1	6.3	2.8	1.4	1.1
11) SILK CUT		GALLAHER	---	---	0.5	1.1	1.1
12) CAPSTAN		PAKT/B.A.T.	---	---	0.9	2.1	1.0
OTHERS			11.5	16.1	11.8	12.1	13.0
MARKET SEGMENTATION %							
FILTER			99.0	99.0	99.0	99.0	99.0
NON-FILTER			1.0	1.0	1.0	1.0	1.0

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: QATAR

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.5	0.5	0.6	0.6	0.7
PER CAPITA CONSUMPTION	2,381	2,174	2,500	2,400	N.A.
IMPORT SHARES					
1) U.K. IMPORTS	70.2	70.5	71.6	75.1	80.0
2) PHILIP MORRIS	12.7	13.4	8.8	11.3	9.5
3) OTHER U.S. IMPORTS	13.5	13.3	11.5	9.1	7.3
4) OTHERS	3.6	2.8	8.1	4.5	3.2
BRAND FAMILY SHARES %					
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER			
1) ROTHMANS	TEI	TEI	42.5	45.9	41.9
2) PLAYERS GOLD LEAF	B.A.T.	B.A.T.	---	---	1.2
3) MARLBORO	P. MORRIS	P. MORRIS	12.7	12.9	8.6
4) DUNHILL	TEI	TEI	5.2	5.7	9.1
5) STATE EXPRESS 555	B.A.T.	B.A.T.	10.1	7.4	6.7
6) KENT	B&W	B&W	6.3	8.0	5.8
7) BENSON & HEDGES	B.A.T.	B.A.T.	2.5	2.0	2.6
8) CRAVEN A	TEI	TEI	5.1	4.1	4.2
9) SILK CUT	GALLAHER	GALLAHER	2.0	2.3	2.6
10) WINSTON	REYNOLDS	REYNOLDS	5.4	4.6	4.2
MARKET SEGMENTATION%					
FILTER			99.0	99.0	99.0
NON-FILTER			1.0	1.0	1.0

1025800052

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SAUDI ARABIA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	8.5	9.7	11.4	12.3	13.0
PER CAPITA CONSUMPTION	1,029	1,127	1,272	1,320	N.A.
COMPANY SHARES					
1) TEI	52.1	51.9	47.3	43.9	43.8
2) PHILIP MORRIS	23.9	23.8	27.0	11.4	29.1
3) B.A.T.	8.6	9.5	10.0	27.7	9.5
4) BROWN & WILLIAMSON/LORILLARD	10.1	9.9	8.8	6.8	4.8
5) ST. PAULS	---	---	0.2	3.2	4.4
6) R.J. REYNOLDS	4.0	3.9	3.5	4.5	4.0
7) GALLAHER	---	0.4	0.4	0.5	0.6
8) LAURENS	---	---	2.2	1.6	0.2
9) OTHERS	1.3	0.6	0.6	0.4	3.6

2500085202

(SAUDI ARABIA)	1978	1979	1980	1981	1982	
BRAND FAMILY SHARES %						
	TRADEMARK					
BRAND NAME	OWNERSHIP	MANUFACTURER				
1)ROTHMANS KS/INT	TEI	39.4	37.9	34.2	32.7	33.9
2)MARLBORO	P. MORRIS	23.2	23.4	26.5	26.9	27.3
3)PLAYERS GOLD LEAF	B.A.T.	3.9	3.7	3.6	5.1	5.1
4)LONDON	ST. PAULS	---	---	0.2	3.2	4.4
5)KENT	LORILLARD	10.1	9.2	8.1	6.0	4.2
6)CRAVEN A	TEI	9.6	8.1	6.6	4.9	3.7
7)DUNHILL KS/INT.	TEI	3.1	4.2	5.0	4.5	3.5
8)BENSON & HEDGES	B.A.T.	2.7	3.0	3.7	4.8	2.9
9)WINSTON	REYNOLDS	4.0	3.6	3.1	3.0	2.7
10)555	B.A.T.	1.9	0.9	1.0	1.0	1.2
11)MERIT	P. MORRIS	0.1	0.3	0.5	0.7	1.1
12)JUBILEE	LAURENS	---	---	2.2	1.6	0.2
OTHERS		2.0	5.7	5.3	5.6	9.8
MARKET SEGMENTATION %						
FILTER		99.0	99.0	99.0	99.0	99.0
NON FILTER		1.0	1.0	1.0	1.0	1.0

2500085203

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: UNITED ARAB EMIRATES

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	---	---	2.8	2.9	3.0
PER CAPITA CONSUMPTION	---	---	3,795	3,789	N.A.
COMPANY SHARES					
1) PHILIP MORRIS	---	---	11.2	10.3	10.7
2) BROWN & WILLIAMSON/LORILLARD	---	---	4.3	3.2	3.2
3) R.J. REYNOLDS	---	---	2.4	2.7	2.5
4) OTHER U.S.	---	---	0.7	0.5	0.8
5) TEI	---	---	48.2	46.0	44.4
6) B.A.T. (EXCL. ITC/BAT & PAKT/BAT)	---	---	16.2	20.1	25.1
7) LAURENS	---	---	1.3	2.9	0.9
8) GALLAHER	---	---	2.1	2.4	2.5
9) OTHER U.K.	---	---	0.3	0.6	0.6
10) OTHERS	---	---	13.3	11.3	9.3

(UNITED ARAB EMIRATES)

1978

1979

1980

1981

1982

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) ROTHMANS		TEI	---	---	33.8	31.7	28.2
2) PLAYERS GOLD LEAF		B.A.T.	---	---	8.7	9.5	13.2
3) DUNHILL		TEI	---	---	12.7	12.3	12.4
4) MARLBORO		P. MORRIS	---	---	10.9	9.9	10.3
5) BENSON & HEDGES		B.A.T.	---	---	4.5	5.7	5.8
6) STATE EXPRESS 555		B.A.T.	---	---	3.0	4.9	5.7
7) KENT		LORILLARD	---	---	4.3	3.2	2.9
8) SILK CUT		GALLAHER	---	---	2.1	2.3	2.4
9) WILLS		ITC/BAT	---	---	2.2	2.6	2.4
10) WINSTON		R.J. REYNOLDS	---	---	2.4	2.7	2.3
11) CRAVEN A		TEI	---	---	1.7	2.0	1.9
12) CAPSTAN		PAKT/BAT	---	---	1.9	2.5	1.7

MARKET SEGMENTATION %

FILTER	---	---	99.0	99.0	99.0
NON-FILTER	---	---	1.0	1.0	1.0

2500085205

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ALGERIA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	11.5	12.5	13.5	14.5	15.5
PER CAPITA CONSUMPTION	654	687	723	740	767
BRAND FAMILY SHARES %					
	TRADEMARK				
BRAND NAME	OWNERSHIP	MANUFACTURER			
1)AFRAS F		SNTA	---	32.5	32.5
2)HOGGAR 25G		SNTA	---	27.6	28.6
3)SAFY F		SNTA	---	20.2	19.2
4)ILHEM 25G		SNTA	---	9.2	10.2
5)OTHERS			---	10.5	9.5
TOBACCO TYPE SEGMENTATION %					
LOCAL BLOND			---	38.5	41.5
LOCAL BLACK			---	55.8	53.5
AMERICAN/VIRGINIA			---	3.6	3.0
OTHERS			---	2.1	2.0

9025800052

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: EGYPT

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	30.6	32.1	33.8	36.4	38.1
PER CAPITA CONSUMPTION	769	783	801	837	866
COMPANY SHARES					
1) EASTERN		72.6	73.7	73.6	72.1
2) EL NASR	92.3	20.7	20.5	20.4	20.0
3) TEI	2.8	3.0	2.9	2.6	3.3
4) PHILIP MORRIS	1.8	1.9	1.7	2.3	3.2
5) BROWN & WILLIAMSON	1.1	0.8	0.8	0.7	1.0
6) B.A.T.	0.8	0.5	0.3	0.3	0.3
7) OTHERS	1.2	0.5	0.1	0.1	0.1

2500085207

(EGYPT)	1978	1979	1980	1981	1982		
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) CLEOPATRA		EASTERN	---	64.8	65.0	66.0	67.0
2) NEFERTITI		EL NASR	---	9.3	10.4	11.0	12.0
3) FLORIDA		EL NASR	---	7.5	7.1	7.0	6.8
4) MARLBORO		P. MORRIS	---	1.9	1.6	2.2	3.0
5) BELMONT		EASTERN	---	3.0	3.0	3.0	2.7
6) ROTHMANS		TEI	---	2.8	2.4	2.1	2.6
7) KENT		BROWN & WILLIAMSON	---	0.8	0.8	0.7	1.0
MARKET SEGMENTATION %							
FILTER	96.3	97.2	98.1	99.1	99.2		
NON-FILTER	3.7	2.8	1.9	0.9	0.8		
TAR & NICOTINE SEGMENTATION %							
LOW	---	---	0.1	0.3	0.4		
HIGH/FULL FLAVOR	100.0	100.0	99.9	99.7	99.6		

2500085208

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: LEBANON

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (Billions)	4.6	5.1	5.2	5.3	5.4
PER CAPITA CONSUMPTION	1710	1917	1955	1970	1740
COMPANY SHARES					
1) PHILIP MORRIS	68.0	67.0	67.0	66.0	66.0
2) REYNOLDS	10.0	12.0	13.0	13.0	15.0
3) B&W	9.0	10.0	10.0	10.0	8.0
4) OTHER IMPORTED	10.0	8.0	7.0	6.0	6.0
5) LOCAL	3.0	3.0	3.0	5.0	5.0

BRAND SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) MARLBORO		PHILIP MORRIS	68.0	65.0	64.0	64.0	64.0
2) WINSTON KS		R.J.REYNOLDS	10.0	12.0	13.0	13.0	15.0
3) KENT 100'S		B&W .	9.0	10.0	10.0	10.0	8.0
4) CEDARS		REGIE DE TABACS	2.0	1.0	2.0	4.0	4.0
5) ROTHMANS		ROTHMANS	5.0	4.0	3.0	3.0	3.0
6) MERIT		PHILIP MORRIS	---	2.0	3.0	2.0	2.0

602980009Z

(LEBANON)	1978	1979	1980	1981	1982
MARKET SEGMENTATION%	98.0	98.0	99.0	99.0	99.0
FILTER	2.0	2.0	1.0	1.0	1.0
NON-FILTER					
TAR & NICOTINE SEGMENTATION%					
LOW	---	2.0	5.0	7.0	7.0
HIGH/FULL FLAVOR	100.0	98.0	95.0	93.0	93.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	---	---	---	---	---
C) NEWSPAPERS	---	---	---	---	---
D) MAGAZINES	---	---	---	---	---
E) COUPONS	---	---	---	---	---
F) POINT OF SALE	---	---	---	---	---
G) BILLBOARDS	---	---	---	---	---
H) CINEMA	1	1	1	1	1
I) SAMPLING	---	---	---	---	---

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MOROCCO

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	11.2	11.7	12.2	12.2	12.1
PER CAPITA CONSUMPTION	592	601	608	591	N.A.
COMPANY SHARES OF TOTAL MARKET					
1) REGIE DES TABACS	---	92.6	91.4	88.8	91.8
2) PHILIP MORRIS	---	4.4	4.8	5.9	3.5
3) R.J. REYNOLDS	---	1.1	2.0	3.6	3.3
4) BROWN & WILLIAMSON	---	0.7	0.7	0.8	0.5
5) OTHERS	---	1.2	1.1	0.9	0.9
COMPANY SHARES OF TOTAL IMPORTS					
1) PHILIP MORRIS	---	59.2	55.7	52.3	42.9
2) R.J. REYNOLDS	---	14.7	24.1	32.6	40.3
3) BROWN & WILLIAMSON	---	10.2	8.5	7.0	6.7
4) OTHERS	---	15.9	11.7	8.1	10.1

1125800052

(MOROCCO)	1978	1979	1980	1981	1982
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BRAND FAMILY SHARES OF IMPORTS

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER				
1) MARLBORO		P. MORRIS	---	57.5	54.5	42.2
2) WINSTON		R.J. REYNOLDS	---	6.6	11.2	36.7
3) KENT		BROWN & WILLIAMSON	---	10.2	8.0	5.7
4) CAMEL		R.J. REYNOLDS	---	6.5	12.1	3.5
5) L&M		P. MORRIS	---	1.7	1.2	0.7

MARKET SEGMENTATION %

FILTER	46.1	46.3	46.5	48.1	53.3
NON-FILTER	53.9	53.7	53.5	51.9	46.7

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	---	---	---	---	---
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	---	---	---	---	---
E) COUPONS	---	---	---	---	---
F) POINT OF SALE	---	---	---	---	---
G) BILLBOARDS	---	---	---	---	---
H) CINEMA	1	1	1	1	1
I) SAMPLING	---	---	---	---	---

2500085212

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BENITO

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1.6	3.5	5.0	8.0	10.0
PER CAPITA CONSUMPTION	148	319	440	683	N.A.

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) BENSON & HEDGES		B.A.T.	---	---	---	60.0	57.0
2) ST. MORITZ		TEI	---	---	---	17.0	33.0
3) ROTHMANS KS		TEI	---	---	---	10.0	---
4) MARLBORO		PM	---	---	---	8.0	8.0
5) OTHERS			---	---	---	5.0	2.0

2500085213

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: DJI BOUTI

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.3	0.3	0.3	0.3	0.3
PER CAPITA CONSUMPTION	1154	1071	968	882	N.A.
COMPANY SHARES					
1) TEI	---	68.2	58.0	61.2	60.5
2) SEITA	---	15.0	13.4	13.1	12.0
3) PHILIP MORRIS	---	---	9.3	10.0	10.7
4) LAURENS	---	---	---	5.5	6.5
5) BAT	---	6.0	5.7	4.9	5.0
6) R. J. REYNOLDS	---	1.9	0.3	0.9	N.A.
7) B & W	---	0.3	0.3	0.3	N.A.
8) OTHERS	---	8.6	13.0	4.1	N.A.

2500085214

(DJI BOUTI)	1978	1979	1980	1981	1982	
BRAND FAMILY SHARES %						
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER				
1) CRAVEN A		TEI	59.6	54.1	55.0	42.0
2) MARLBORO		P. MORRIS	---	9.2	9.8	9.8
3) PETER STUYVESANT		TEI	---	---	---	9.0
4) JUBILEE		LAURENS	---	---	5.5	6.5
5) GITANES/GAULOISES		SEITA	15.0	13.4	13.1	6.0
6) BLACK CAT		TEI	---	---	---	6.0
7) FINE KS		SEITA	---	---	0.9	6.0
8) BENSON & HEDGES		B.A.T.	6.0	5.7	4.9	5.0
9) ROTHMANS		TEI	6.0	2.9	3.1	3.5
10) OTHERS			13.4	14.7	7.7	6.2
MARKET SEGMENTATION%						
FILTER			---	100.0	100.0	100.0

2500085215

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ETHIOPIA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1.4	1.7	1.8	2.0	2.2
PER CAPITA CONSUMPTION 15 YRS AND OVER	47	56	58	62	67
COMPANY SHARES					
1) NIMC	81.9	83.0	81.7	81.3	84.7
2) R.J. REYNOLDS	11.6	8.7	9.1	9.4	8.4
3) TEI (ROTHMANS)	2.6	5.8	6.2	5.6	5.5
4) BROWN & WILLIAMSON (B.A.T.)	2.5	1.9	1.7	2.2	1.1
5) PHILIP MORRIS	1.4	0.6	1.0	0.9	0.3
6) B.A.T.	---	---	0.3	0.6	---
BRAND FAMILY SHARES %					
	TRADEMARK				
BRAND NAME	OWNERSHIP	MANUFACTURER			
1) NYALA		NIMC	38.7	42.1	38.4
2) GISILLA NF		NIMC	35.5	33.9	32.5
3) WINSTON		REYNOLDS	11.6	8.4	9.1
4) ROTHMANS		TEI	2.6	5.6	6.0
5) GUREZA		NIMC	7.7	7.0	6.0
6) IDEAL		NIMC	---	---	4.2
7) KENT		BROWN & WILLIAMSON	2.5	1.9	1.5
8) MARLBORO		P. MORRIS	0.7	0.6	1.0
9) OTHERS			0.7	0.5	1.3
				1.0	0.5

2500085216

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SOUTH AFRICAN CUSTOMS UNION
(REP. OF SOUTH AFRICA, LESOTHO, NAMIBIA
BOTSWANA, SWAZILAND)

	1978	1979	1980	1981	1982		
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	24.8	25.6	28.5	30.6	32.2		
POPULATION TOTAL (MILLIONS)	795	798	864	902	N.A.		
COMPANY SHARES							
1)REMBRANDT (ROTHMANS)	79.0	80.0	81.0	84.0	84.0		
2)UNITED TOBACCO CO. (B.A.T.)	20.0	19.0	18.0	15.0	14.0		
3)IMPORTS	1.0	1.0	1.0	1.0	2.0		
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1)LEXINGTON		REMBRANDT	21.0	22.6	N.A.	20.0	17.0
2)ROTHMANS		REMBRANDT	16.2	16.3	N.A.	15.0	13.0
3)PETER STUYVESANT		REMBRANDT	7.9	8.1	N.A.	8.5	10.0
4)CHESTERFIELD		REMBRANDT (LIC..)	3.0	4.2	5.6	7.4	7.8
5)GUNSTON		REMBRANDT	5.7	5.9	N.A.	6.0	5.4
6)VAN RIJN F		REMBRANDT	6.3	5.9	N.A.	5.0	N.A.
7)GOLD DOLLAR F		U.T.C.	4.8	3.9	N.A.	3.5	N.A.
8)DUNHILL		REMBRANDT	3.5	3.0	N.A.	2.5	N.A.
9)BENSON & HEDGES		U.T.C.	3.2	2.7	N.A.	2.5	N.A.
10)PAUL REVERS		REMBRANDT	1.4	1.5	N.A.	2.4	N.A.
11)OTHERS			27.0	25.9	N.A.	27.2	N.A.

2500085217

(SOUTH AFRICAN CUSTOMS UNION)	1978	1979	1980	1981	1982
MARKET SEGMENTATION %					
FILTER	95.0	96.0	96.0	96.0	97.0
NON-FILTER	5.0	4.0	4.0	4.0	3.0
TAR & NICOTINE SEGMENTATION %					
LOW	---	11.0	11.0	12.0	13.0
HIGH/FULL FLAVOR	100.0	89.0	89.0	88.0	87.0
TOBACCO TYPE SEGMENTATION %					
BLENDED	45.2	45.0	45.5	46.0	N.A.
VIRGINIA	54.8	55.0	54.5	54.0	N.A.
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	---	---	---	4.0	3.7
20 CIGTS/PACK	---	---	---	77.0	76.1
30 CIGTS/PACK	---	---	---	19.0	20.2
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	---	---	---	---	---
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	---	---	---	---	---
E) COUPONS	---	---	---	---	---
F) POINT OF SALE ---	---	---	---	---	---
G) BILLBOARDS	---	---	---	---	---
H) CINEMA	1	1	1	1	1
I) SAMPLING	---	---	---	---	---

8129800092

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: NIGERIA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	11.8	11.3	11.0	9.9	8.5
PER CAPITA CONSUMPTION	163	151	143	124	N.A.
COMPANY SHARES					
1) NIGERIA TOBACCO COMPANY (B.A.T.)	---	82.9	83.1	83.9	84.2
2) PHILIP MORRIS NIGERIA (PMN)	---	17.1	16.9	16.1	15.8

BRAND SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1)THREE RINGS F		NTC	---	21.9	22.2	22.6	27.5
2)LINK FILTER		PMN	---	9.2	9.8	9.4	9.7
3)HIGH SOCIETY F		NTC	---	6.1	7.3	9.3	9.4
4)WILL'S MARS F		NTC	---	8.4	8.5	8.1	9.4
5)PLAYER'S GOLD LEAF BOX		NTC	---	18.4	15.5	10.1	8.8
6)SWEET MENTHOL BOX		NTC	---	9.2	9.8	9.6	7.2
7)BENSON & HEDGES		NTC	---	5.9	6.2	8.9	7.0
8)SWEET MENTHOL SOFT		NTC	---	6.9	6.2	7.3	7.0
9)THREE RINGS PLAIN		NTC	---	4.1	3.9	4.9	5.1
10)GREEN SPOT		PMN	---	2.3	2.8	2.4	2.6
11)TARGET F		PMN	---	4.1	3.0	2.8	2.3
12)OTHERS			---	3.5	4.8	4.6	4.0

61ZS8000SZ

(NIGERIA)

MARKET SEGMENTATION %

FILTER	92.0	94.0	95.0	95.0	95.0
NON-FILTER	8.0	6.0	5.0	5.0	5.0

PRICE SEGMENTATION

PREMIUM (\$.90)	---	6.7	7.0	9.9	8.0
HIGH (\$.60)	---	18.7	15.8	10.3	9.6
MEDIUM (\$.53-\$.57)	---	21.4	21.6	22.3	19.1
LOW (\$.38)	---	53.2	55.6	57.5	63.3

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SWITZERLAND

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	15.3	15.0	15.4	15.7	16.0
PER CAPITA CONSUMPTION 15 YRS AND OVER	3,019	2,960	3,025	3,096	N.A.

COMPANY SHARES

1) PHILIP MORRIS	30.3	31.3	32.5	34.3	34.7
2) BURRUS	28.5	29.2	28.2	27.3	26.3
3) B.A.T.	19.1	18.5	18.3	18.0	18.6
4) RINSOZ & ORMOND	10.2	9.6	8.9	8.3	7.6
5) LAURENS	7.1	6.8	6.9	6.7	6.5
6) REYNOLDS	2.2	2.4	2.9	3.4	4.1
7) REETSMA	2.1	1.8	2.0	1.7	1.8
8) IMPERIAL	0.5	0.4	0.3	0.3	0.4

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) MARLBORO		P. MORRIS (FTR)	10.7	11.3	12.8	14.2	14.6
2) SELECT		BURRUS	13.1	14.0	13.7	13.7	13.2
3) PARISIENNE		BURRUS	12.5	12.3	12.0	11.4	11.2
4) MARYLONG		B.A.T.	9.9	9.8	9.6	9.6	9.4
5) MURATTI		P. MORRIS (FTR)	7.1	7.6	7.9	8.2	8.8
6) BRUNETTE		P. MORRIS (FTR)	8.5	8.5	8.2	8.6	8.0
7) GAULOISES		R & O	8.5	7.9	7.2	6.8	6.3
8) MAROCAINE		B.A.T.	3.7	3.9	3.9	4.0	3.9
9) CAMEL		REYNOLDS	1.7	1.9	2.4	2.8	3.4
10) DUNHILL		LAURENS	1.7	1.9	2.0	2.1	2.1
11) HB		B.A.T.	1.9	1.6	1.6	1.4	1.4
12) P. STUYVESANT		LAURENS	1.1	1.1	1.1	1.1	1.1

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(SWITZERLAND)	1978	1979	1980	1981	1982
MARKET SEGMENTATION%					
FILTER	94.2%	94.5%	94.8%	95.2%	95.5%
NON-FILTER	5.8%	5.5%	5.2%	4.8%	4.5%
TAR & NICOTINE SEGMENTATION%					
LOW (0-5MG)	4.8%	7.5%	9.0%	10.9%	12.9%
MEDIUM (6-9MG)	18.5%	17.8%	18.0%	18.2%	18.2%
HIGH/FULL FLAVOR (10MG AND OVER)	76.7%	74.7%	73.0%	70.9%	68.9%
TOBACCO TYPE SEGMENTATION %					
BLOND: BLENDED	37.5	38.6	40.7	41.6	44.1
MARYLAND	50.8	50.3	49.1	49.0	47.3
BLACK	11.7	11.1	10.2	9.4	8.6

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AUSTRALIA/
NEW ZEALAND

III. AUSTRALIA/NEW ZEALAND

AUSTRALIA

FIJI

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: AUSTRALIA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	32.4	32.8	34.5	34.3	33.9
OF WHICH LOCAL MANUFACTURE:	31.9	32.3	34.0	33.7	33.4
OTHERS	0.5	0.5	0.5	0.6	0.5
POPULATION TOTAL (MILLIONS)	14.4	14.5	14.7	14.9	15.2
PER CAPITA CONSUMPTION	2250	2262	2347	2302	2230
POPULATION OVER 15 YR OF AGE (MILLIONS)	10.5	10.7	10.9	11.0	11.2
PER CAPITA OVER 15 YRS	3085	3065	3165	3118	3027
SMOKER INCIDENCE					
% OF TOTAL POPULATION	31.4	32.0	31.8	31.4	30.9
% OF FEMALE POPULATION	30.5	30.0	30.2	29.4	29.8
% OF MALE POPULATION	34.1	33.8	33.4	33.4	31.9
COMPANY SHARES					
1) PHILIP MORRIS LIMITED	30.0	30.2	29.4	27.7	26.8
2) AMATIL (B.A.T.)	34.0	32.7	32.2	33.4	32.7
3) ROTHMANS	34.5	35.6	36.9	37.2	38.9
4) R. J. REYNOLDS	1.5	1.5	1.5	1.7	1.6

*SOURCE: NIELSEN

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(AUSTRALIA)

1978

1979

1980

1981

1982

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) WINFIELD		ROTHMANS	21.3	23.5	25.2	25.4	27.2
2) BENSON & HEDGES		BAT	14.3	14.1	13.3	15.8	16.5
3) MARLBORO		PML	9.4	7.7	6.8	7.1	6.5
4) PETER JACKSON		PML	2.1	4.9	5.6	5.4	5.8
5) ALPINE		PML	5.0	4.9	4.5	4.9	5.1
6) PETER STUYVESANT		ROTHMANS	5.7	5.1	4.7	4.5	4.3
7) DUNHILL		ROTHMANS	2.3	2.5	2.7	2.9	3.1
8) ESCORT		BAT	2.7	3.1	3.2	3.0	2.8
9) ARDATH		BAT	3.8	3.5	3.4	2.9	2.5
10) CLARIDGE		BAT	---	---	1.8	2.3	2.3
11) VISCOUNT		PML	4.8	4.0	3.4	2.7	2.2
12) BLACK & WHITE		PML	3.2	2.5	1.9	2.0	2.0
13) WILLS		BAT	2.4	2.6	2.4	2.2	2.0
14) CRAVEN A		BAT	3.0	2.6	2.3	2.1	1.9
15) PARK DRIVE		PML	2.0	2.1	2.1	1.5	1.4
16) OTHER			18.0	16.9	16.7	15.3	14.4

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	88.4	88.3	87.4	87.5	87.3
FILTER MENTHOL	10.8	10.9	11.8	11.9	12.1
NON-FILTER	0.8	0.8	0.8	0.6	0.6

PRICE SEGMENTATION %

HIGH	25's	---	---	5.8	12.3	15.9
MEDIUM	25's	30.4	30.8	35.4	34.8	36.2
LOW	25's	6.0	10.7	13.9	13.2	13.2
HIGH	20's	53.8	49.5	41.2	36.6	32.6
LOW	20's	9.8	9.0	3.7	3.1	2.1

TOBACCO TYPE SEGMENTATION %

BLOND: AMERICAN	22.4	20.6	19.5	20.2	18.3
VIRGINIA	77.6	79.4	80.5	79.8	81.7

*SOURCE: NIELSEN

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(AUSTRALIA)	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
70 MM AND SHORTER	---	---	---	---	1.2
71 MM TO 79 MM	---	---	---	---	16.6
80 MM to 85 MM	---	---	---	---	80.3
86 MM TO 94 MM	---	---	---	---	1.5
95 MM TO 99 MM	---	---	---	---	0.1
OVER 100 MM	---	---	---	---	0.3
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	63.6	58.5	44.9	39.7	34.6
25 CIGTS/PACK	36.4	41.5	55.1	60.3	65.3
PACK TYPE SEGMENTATION %					
SOFT PACK	---	---	---	---	2.3
FLIP TOP BOX	---	---	---	---	95.6
PRINCESS PACK	---	---	---	---	1.5
OTHER (LAUBE)	---	---	---	---	0.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	3	3	3	3	3
I) SAMPLING	1	1	1	1	1

*SOURCE: NIELSEN

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(AUSTRALIA)

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS*

CIGARS (MILLIONS)	119.6	111.0	116.7	111.7	105.3
PIPE TOBACCO (THOUSAND KILOS)	517.0	465.8	439.6	389.7	358.0
ROLL YOUR OWN (THOUSAND KILOS)	2279.5	2164.5	2114.7	1920.2	1861.6

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: FIJI

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)*	.500	.500	.500	.500	.500
PER CAPITA OVER 15 YRS	830	936	**1300	---	---

*ESTIMATES

**PREVIOUS ESTIMATES HAVE BEEN FOR TOTAL POPULATION

COMPANY SHARES

1) CARRERAS ROTHMANS	64.8	58.7	51.6	49.7	46.0
2) B.A.T.	34.9	40.7	47.7	49.8	52.9
3) PHILIP MORRIS	0.3	0.6	0.7	0.5	0.2

BRAND SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) B & H K.S.	B.A.T.	B.A.T.	35.0	42.0	45.0	47.0	50.0
2) ROTHMANS PALL MALL	ROTH	ROTH	44.0	37.0	34.0	32.0	28.0
3) ROTHMANS K.S.	ROTH	ROTH	13.0	13.0	13.0	13.0	14.0
4) OTHERS			8.0	8.0	8.0	8.0	8.0

MARKET SEGMENTATION %

FILTER MENTHOL	99.0	99.0	99.0	99.0	99.0
NON-FILTER	1.0	1.0	1.0	1.0	1.0

PRICE SEGMENTATION %

POPULAR	51.0	47.0	44.0	39.5	35.0
PREMIUM	49.0	53.0	56.0	60.5	65.0

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(FIJI)	1978	1979	1980	1981	1982
PACK COUNT SEGMENTATION % 20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
H) CINEMA	2	2	2	2	2

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ASIA

2500085231

IV. ASIA

CHINA

GUAM

HONG KONG

INDIA

JAPAN

KOREA

MALAYSIA

PAKISTAN

PHILIPPINES

SINGAPORE

TAIWAN

THAILAND

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CHINA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	N.A.	N.A.	700.0	750.0	800.0
OF WHICH LOCAL MANUFACTURE:	N.A.	N.A.	698.3	746.2	796.8
IMPORTED FROM 1) HONG KONG	N.A.	N.A.	1.2	2.6	2.0
2) U.S./U.K. VIA HONG KONG	N.A.	N.A.	0.5	1.2	1.2
POPULATION TOTAL (MILLIONS)	N.A.	N.A.	983.0	994.0	1,000.0
PER CAPITA CONSUMPTION	N.A.	N.A.	710.0	754.0	800.0
SMOKER INCIDENCE					
% OF TOTAL POPULATION	N.A.	N.A.	19.8	19.9	20.0
% OF FEMALE POPULATION	N.A.	N.A.	-----	-----	0.4 EST.
% OF MALE POPULATION	N.A.	N.A.	-----	-----	39.6 EST.
COMPANY SHARES					
1) CHINA NATIONAL TOB. CORP. (LOCAL MANUFACTURE)	N.A.	N.A.	99.8	99.5	99.6
2) OTHERS	N.A.	N.A.	0.2	0.5	0.4
TOTAL	N.A.	N.A.	100.0	100.0	100.0
COMPANY SHARES OF IMPORTED & CONTRACT SEGMENT					
1) PHILIP MORRIS	N.A.	N.A.	5.7	6.9	11.7
2) RJR	N.A.	N.A.	7.7	9.6	7.0
3) B&W/BAT	N.A.	N.A.	30.2	34.2	35.0
4) TEI	N.A.	N.A.	1.9	0.8	0.5
5) HKTC	N.A.	N.A.	30.6	20.6	21.8
6) NANYANG	N.A.	N.A.	23.3	27.4	24.0
7) GALLAHER	N.A.	N.A.	-----	0.5	-----
8) OTHERS	N.A.	N.A.	0.6	-----	-----

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(CHINA)		1978	1979	1980	1981	1982	
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1) LOCAL BRANDS		CHINA NAT. TOB. CORP.	100%	100%	99.8	99.5	99.6
IMPORTED BRAND FAMILY SHARES							
2) MARLBORO	PM	PM	----	----	5.4	5.4	11.4
3) STATE EXPRESS	ARDATH TOB.	ARDATH TOB.	----	----	6.6	6.9	7.8
4) WINSTON	RJR	RJR	----	----	6.9	6.9	6.5
5) KENT	B&W	B&W	----	----	4.2	4.2	4.5
6) VICEROY	B&W	B&W	----	----	4.4	4.6	5.0
7) DBLE HAPPINESS	NANYANG	NANYANG	----	----	22.1	26.0	23.3
8) GOOD COMPANION	HKTC	HKTC	----	----	13.1	15.8	18.0
9) HILTON	BAT	BAT	----	----	2.6	5.8	9.2
10) AM. CLB.NO. 1	BAT	BAT	----	----	----	2.6	7.4
11) RUBY QUEEN	BAT	BAT	----	----	6.6	4.3	1.8
12) L&M	PM	PM	----	----	----	1.7	----
13) CAMEL	RJR	RJR	----	----	----	2.7	----
14) SOVEREIGN MFG.	GALLAHER	GALLAHER	----	----	----	0.5	----
15) OTHERS			----	----	28.3	12.6	5.1
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			----	----	6.0	7.0	10.0
FILTER MENTHOL			----	----	0.1	0.1	0.1
NON-FILTER			----	----	93.9	92.9	90.9
PRICE SEGMENTATION							
PREMIUM			----	----	----	----	0.2
HIGH			----	----	0.1	0.2	0.3
MEDIUM			----	----	0.1	5.0	15.0
LOW			----	----	45.3	45.8	46.5
ECONOMY			----	----	38.5	39.0	29.0
HIGH/FULL FLAVOR			----	----	16.0	10.0	9.0
TAR & NICOTINE SEGMENTATION %							
HIGH/FULL FLAVOR			100%	100%	100%	100%	100%
TOBACCO TYPE SEGMENTATION %							
VIRGINIA			100%	100%	100%	100%	100%

(CHINA)	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
70 MM AND SHORTER	----	----	60.0%	60.0%	60.0%
71 MM TO 79 MM	----	----	38.0%	34.9%	34.8%
80 MM to 85 MM	----	----	2.0%	5.0%	10.0%
100MM	----	----	----	0.1%	0.2%
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	----	----	10%	10%	10%
20 CIGTS/PACK	----	----	90%	90%	90%
PACK TYPE SEGMENTATION %					
SOFT PACK	----	----	99.0%	95.0%	93.0%
FLIP TOP BOX	----	----	1.0%	5.0%	7.0%
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	----	----	1	1	2
B) RADIO	----	----	1	1	2
C) NEWSPAPERS	----	----	1	1	2
D) MAGAZINES	----	----	1	1	3
F) POINT OF SALE	----	----	1	1	3
G) BILLBOARDS	----	----	1	1	3
H) CINEMA	----	----	1	1	2
I) SAMPLING	----	----	1	1	3
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

(CHINA)

1978

1979

1980

1981

1982

TAR BAND PRINTED ON:

A) PACKS

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GUAM

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	513.9	---	548.7	562.7	578.1
POPULATION TOTAL (MILLIONS)	0.21	---	0.22	0.23	0.23
BRAND FAMILY SHARES %					
1) MARLBORO	10.5	---	8.6	8.1	8.6
2) VIRGINIA SLIMS	8.9	---	7.8	8.2	7.8
3) BENSON & HEDGES	8.4	---	15.7	19.3	19.4
4) LARK	N.A.	---	3.3	2.2	1.9
MARKET SEGMENTATION%					
FILTER (NON-MENTHOL)	45.0	---	37.5	30.5	30.4
FILTER MENTHOL	55.0	---	62.5	69.5	69.6

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: HONG KONG

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	7.48	8.44	9.25	9.76	10.13
OF WHICH LOCAL MANUFACTURE: (BILLIONS)	1.84	2.24	2.48	2.75	3.09
IMPORTED FROM 1) UNITED STATES	5.11	5.59	6.07	6.37	6.40
2) UNITED KINGDOM	0.42	0.44	0.44	0.53	0.43
3) PEOPLES REPUBLIC OF CHINA	0.10	0.17	0.25	0.11	0.21
4) OTHERS	0.01		0.01		
POPULATION TOTAL (MILLIONS)	4.90	5.07	5.22	5.38	5.54
PER CAPITA CONSUMPTION	1,526	1,665	1,772	1,814	1,825
POPULATION OVER 15 YR OF AGE (MILLIONS)	3.48	3.65	3.81	3.98	4.15
PER CAPITA OVER 15 YRS	2,149	2,312	2,428	2,452	2,440
SMOKER INCIDENCE					
% OF TOTAL POPULATION	25%	25%	26%	27%	27%
% OF FEMALE POPULATION	8%	7%	7%	8%	8%
% OF MALE POPULATION	41%	42%	43%	44%	45%
COMPANY SHARES					
1) B.A.T. (BAT INCL. B&W)	52.1	50.5	45.6	45.3	40.7
2) PHILIP MORRIS (PM)	6.1	9.6	14.7	18.0	22.6
3) HONG KONG TOBACCO CO. (HKTC)	13.6	12.9	12.2	11.7	13.7
4) R.J. REYNOLDS (RJR)	21.2	18.6	17.9	16.6	13.4
5) NANYANG BROTHERS (NB)	4.1	5.0	5.6	5.8	6.0
6) OTHERS	2.9	3.4	4.0	2.6	3.6

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(HONG KONG)	1978	1979	1980	1981	1982		
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1) MARLBORO	PM	PM	5.1	8.8	14.0	17.4	21.9
2) KENT	B&W	B&W	14.9	15.3	14.1	15.4	14.7
3) GOOD COMPANION	HKTC	HKTC	10.3	9.9	9.6	9.7	12.2
4) VICEROY	B&W	B&W	24.0	20.9	16.9	13.5	11.4
5) WINSTON	RJR	RJR	17.0	15.0	14.6	11.8	10.4
6) DOUBLE HAPPINESS	NB	NB	4.0	4.9	5.5	5.8	6.0
7) CAPSTAN	BAT	BAT	2.4	2.5	2.6	3.5	3.4
8) HILTON	BAT	BAT	0.7	2.3	2.7	2.8	2.9
9) MARVELS	BAT	BAT	2.5	2.6	2.6	3.3	2.8
10) STATE EXP.555	BAT	BAT	3.2	3.1	3.3	3.3	2.7
11) OTHERS			15.9	14.7	14.1	13.5	11.6
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			89.7	91.0	91.7	90.5	93.2
FILTER MENTHOL			3.0	2.8	2.7	3.8	2.4
NON-FILTER			7.3	6.2	5.6	5.7	4.4
PRICE SEGMENTATION							
PREMIUM			5.1	5.4	6.8	8.0	6.0
HIGH			69.2	66.2	64.1	63.0	62.3
LOW			25.7	28.4	29.1	29.0	31.7
TAR & NICOTINE SEGMENTATION %							
LOW			0.5	0.3	0.3	0.9	1.1
HIGH/FULL FLAVOR			99.5	99.6	99.7	99.1	98.9
TOBACCO TYPE SEGMENTATION %							
BLOND: AMERICAN			85.8	84.4	83.1	83.3	83.2
VIRGINIA			14.2	15.6	16.9	16.7	16.8
LENGTH SEGMENTATION %							
71 MM TO 79 MM			7.3	6.2	5.6	5.7	4.4
80 MM to 85 MM			84.4	84.3	83.9	82.8	83.2
86 MM TO 94 MM			0.2	0.2	0.2	0.3	0.3
100MM			7.8	9.0	10.0	10.9	11.8
OVER 100 MM			0.3	0.3	0.3	0.3	0.3

(HONG KONG)	1978	1979	1980	1981	1982
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	0.9	0.7	0.6	0.7	0.6
20 CIGTS/PACK	99.1	99.3	99.4	99.3	99.4
PACK TYPE SEGMENTATION %					
SOFT PACK	91.9	92.3	92.3	92.2	93.3
FLIP TOP BOX	6.7	6.6	6.7	6.7	5.7
SLIDE AND SHELL	1.2	0.9	0.8	0.8	0.7
PRINCESS PACK	0.2	0.2	0.2	0.3	0.3

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

NO CIGARETTE ADVERTISING BETWEEN 4:30 PM - 6:30 PM

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	YES

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(HONG KONG)	1978	1979	1980	1981	1982
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (THOUSAND KILOS)	41.1	55.6	35.9	37.1	32.0
PIPE TOBACCO (THOUSAND KILOS)	9.4	43.5	42.5	37.3	55.8
ROLL YOUR OWN (THOUSAND KILOS)	67.2	40.5	9.0	229.1	101.3

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: INDIA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	73,600	77,100	78,800	88,400	98,000
LOCAL MANUFACTURE:	73,600	77,100	78,800	88,400	98,000
IMPORTED:	NIL	NIL	NIL	NIL	NIL
POPULATION TOTAL (MILLIONS)	634	647	659	684	698
PER CAPITA CONSUMPTION	116	119	120	129	140
POPULATION OVER 15 YR OF AGE (MILLIONS)	383	391	398	413	422
PER CAPITA OVER 15 YRS	192	197	198	214	232
SMOKER INCIDENCE					
% OF TOTAL POPULATION	N.A.	N.A.	N.A.	N.A.	20.5
% OF FEMALE POPULATION	NIL	NIL	NIL	NIL	NIL
% OF MALE POPULATION	N.A.	N.A.	N.A.	N.A.	40.0
COMPANY SHARES					
1) INDIA TOBACCO CO. <i>BAT</i>	46.1	47.5	42.1	45.7	44.9
2) VAZIR SULTAN TOBACCO CO.	20.6	19.3	17.4	17.5	15.8
3) GOLDEN TOBACCO CO.	16.3	15.8	19.1	18.3	20.3
4) NATIONAL TOBACCO	5.8	6.8	12.4	9.0	9.4
5) GODFREY PHILLIPS	9.7	9.3	8.3	8.9	9.0
6) OTHERS	1.5	1.3	0.7	0.6	0.6

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(INDIA)	1978	1979	1980	1981	1982		
BRAND SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) PANAMA VIRG. PL	GTC	GTC	9.2	9.3	12.1	11.9	13.8
2) CHARMINAR PL.	VST	VST	18.1	17.1	14.3	13.3	12.6
3) SCISSORS PL.	ITC	ITC	11.6	15.7	14.0	14.8	12.0
4) CAPSTAN PL.	ITC	ITC	5.8	7.1	8.4	7.9	7.8
5) WILLS FILTER	ITC	ITC	3.6	4.0	2.8	3.2	3.3
6) NO. 10 FILTER	NTC	NTC	0.5	1.4	2.6	2.1	2.7
7) BRISTOL FILTER	ITC	ITC	3.5	4.4	3.1	2.8	2.7
8) WILLS GOLD FLAKE	ITC	ITC	0.8	0.7	0.7	1.9	2.7
9) WILLS FLAKE FT	ITC	ITC	1.4	1.6	2.1	2.9	2.4
10) CAPSTAN FT KINGS	ITC	ITC	---	0.2	0.8	2.2	2.4
11) RED & WHITE PL.	GPI	GPI	1.0	1.3	1.3	2.3	2.4
12) CHARMINAR FILTER	VST	VST	---	---	1.7	1.5	2.1
13) CAVANDERS MAGNUM	GPI	GPI	3.6	3.2	2.4	1.9	2.0
14) RED & WHITE FT.	GPI	GPI	2.4	2.2	1.9	1.8	1.8
15) GOLDEN GOLD FLAKE	GTC	GTC	2.7	2.2	2.1	2.2	1.7
16) OTHERS			35.8	29.6	29.7	27.3	27.6
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			23.8	24.3	24.5	27.1	31.3
FILTER MENTHOL			0.2	0.3	0.4	0.2	0.2
NON-FILTER			76.0	75.4	74.1	72.7	68.5
PAPPY ROSSI			----	----	----	----	----
PRICE SEGMENTATION							
PREMIUM(Above Rs.3 for 10's)			0.2	0.2	0.1	0.3	0.3
HIGH (Rs.2 - 3.00)			0.2	6.1	5.0	5.3	6.1
MEDIUM (Rs.1.51 - 2.00)			6.5	1.6	7.6	9.1	10.1
LOW (Rs.1.01 - 1.50)			18.7	17.8	27.5	28.7	26.4
ECONOMY (Up to Rs 1.00)			74.4	74.3	59.8	56.6	57.1
TAR & NICOTINE SEGMENTATION %							
ULTRA LOW		NEGLIGIBLE.....				
LOW		NEGLIGIBLE.....				
MEDIUM		NEGLIGIBLE.....				
HIGH/FULL FLAVOR			100	100	100	100	100

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(INDIA)

	1978	1979	1980	1981	1982
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	---	---	---	---	---
VIRGINIA	0.2	0.2	0.2	0.3	0.3
BROWN/MIXED	99.8	99.8	99.8	99.7	99.7
LENGTH SEGMENTATION %					
70 MM AND SHORTER	76.0	75.4	74.1	72.7	68.5
71 MM TO 79 MM	19.8	20.7	21.2	21.1	23.8
80 MM to 85 MM	4.2	3.9	4.7	6.2	7.7
86 MM TO 94 MM	---	---	---	---	*
95 MM TO 99 MM	---	---	---	---	---
100MM	---	---	---	*	*
OVER 100 MM	---	---	---	---	---
(*LESS THAN 0.1%)					
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	N.A.	N.A.	N.A.	83.5	83.4
20 CIGTS/PACK	N.A.	N.A.	N.A.	16.5	16.6
PACK TYPE SEGMENTATION %					
SOFT PACK	N.A.	N.A.	N.A.	15.0	15.2
FLIP TOP BOX	N.A.	N.A.	N.A.	1.5	1.6
SHOULDER PACK	N.A.	N.A.	N.A.	---	---
SLIDE AND SHELL	N.A.	N.A.	N.A.	83.5	83.2
PRINCESS PACK	N.A.	N.A.	N.A.	---	---
OTHER	N.A.	N.A.	N.A.	---	---

2500085244

(INDIA)

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	3	3	3	3	3
B) RADIO	3	3	3	3	3
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGARS (MILLIONS)	N.A.	N.A.	N.A.	N.A.	N.A.
PIPE TOBACCO (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	N.A.
ROLL YOUR OWN (THOUSAND KILOS)	NIL	NIL	NIL	NIL	NIL
CHEWING TOBACCO (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	N.A.
SNUFF (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	N.A.
BIDI (MILLIONS)	N.A.	N.A.	N.A.	N.A.	800.0 (approx)
KRETEK (MILLIONS)	NIL	NIL	NIL	NIL	NIL

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: JAPAN

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	305.4	308.6	307.2	311.4	313.8
OF WHICH LOCAL MANUFACTURE:	302.1	304.8	303.5	307.2	309.1
IMPORTED TOTAL	3.3	3.8	3.7	4.2	4.7
IMPORT SEGMENT SHARE	1.1%	1.2%	1.2%	1.3%	1.5%
POPULATION TOTAL (MILLIONS)	113.2	114.3	115.3	116.2	118.7
PER CAPITA CONSUMPTION	2,697	2,700	2,665	2,680	2,643
POPULATION OVER 15 YR OF AGE (MILLIONS)	86.5	87.5	88.5	89.5	90.3
PER CAPITA OVER 15 YRS	3,530	3,528	3,472	3,480	3,475
SMOKER INCIDENCE					
% OF TOTAL POPULATION	44.5	43.3	41.4	42.2	41.8
% OF FEMALE POPULATION	16.2	15.4	14.4	15.3	15.4
% OF MALE POPULATION	74.7	73.1	70.2	70.8	70.1
COMPANY SHARES					
1) JAPANESE TOBACCO MONOPOLY	99.0	98.7	98.7	98.6	98.4
2) PHILIP MORRIS (INCL. LIC. MLBRO) *	0.8	1.0	1.0	1.2	1.3
3) OTHER FOREIGN MFGRS	0.2	0.3	0.3	0.2	0.3
4) PHILIP MORRIS IMPORTS ONLY	0.7	0.9	0.9	1.1	1.2

(JAPAN)

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) MILD SEVEN	JTS	JTS	23.8	31.8	35.3	38.5	42.6
2) SEVEN STAR	JTS	JTS	23.0	20.0	19.4	17.5	16.1
3) HILLITE	JTS	JTS	17.4	14.6	12.9	11.1	9.8
4) HOPE	JTS	JTS	7.5	6.3	6.5	5.5	5.3
5) CABIN	JTS	JTS	0.3	0.6	1.1	4.2	5.2
6) ECHO	JTS	JTS	6.6	6.0	5.7	5.3	4.8
7) CHERRY	JTS	JTS	7.2	5.5	4.3	3.3	2.6
8) PEACE	JTS	JTS	3.2	3.7	2.8	2.7	2.5
9) PARTNER	JTS	JTS	---	1.9	3.2	2.9	2.5
10) WAKABA	JTS	JTS	3.1	2.7	2.6	2.4	2.2
OTHERS			7.9	6.9	6.2	6.6	6.4

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	97.5	97.6	98.0	98.1	98.8
FILTER MENTHOL	0.0	0.0	0.0	0.1	0.6
NON-FILTER	2.5	2.4	2.0	1.8	1.6
CHARCOAL FILTER	48.9	52.2	55.5	61.3	66.3

PRICE SEGMENTATION

PREMIUM (Y280 & over)	N.A.	1.2	1.2	1.3	1.5
HIGH (Y200-270)	N.A.	4.1	5.6	5.5	7.6
MEDIUM (Y150-180)	N.A.	76.9	76.5	77.8	77.4
LOW (BELOW 150)	N.A.	17.8	16.7	15.4	13.5

TAR & NICOTINE SEGMENTATION %

LOW (10MG & BELOW)	0.8	2.6	3.9	4.2	4.0
MEDIUM (11MG -15MG)	27.3	39.4	42.5	48.4	52.7
HIGH/FULL FLAVOR (15MG AND OVER)	71.9	68.0	53.6	47.4	43.3

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(JAPAN)

	1978	1979	1980	1981	1982
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN/DOMESTIC	100%	100%	100%	100%	100%
LENGTH SEGMENTATION %					
70 MM AND SHORTER	16.3	15.4	14.3	13.2	11.7
80 MM to 85 MM	82.3	83.3	83.5	86.0	87.1
100MM	1.1	1.3	1.2	0.8	1.2
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK (10'S)	N.A.	N.A.	6.5	5.9	5.4
20 CIGTS/PACK (20'S)	N.A.	N.A.	93.3	94.0	94.5
OVER 30 CIGTS/PACK (50'S)	N.A.	N.A.	0.2	0.1	0.1
PACK TYPE SEGMENTATION%					
SOFT PACK	92.7	93.0	93.4	94.0	94.2
FLIP TOP BOX	7.3	7.0	6.6	6.0	5.8
PRINCESS PACK	*	*	*	*	*

*LESS THAN 0.1%/1%

CIGARETTE ADVERTISING MEDIA AVAILABILITY

- 1) YES**
- 2) BANNED
- 3) RESTRICTED

- A) TELEVISION
- B) RADIO
- C) NEWSPAPERS
- D) MAGAZINES
- E) COUPONS
- F) POINT OF SALE
- G) BILLBOARDS
- H) CINEMA
- I) SAMPLING

~~***~~ PRIOR TO APRIL 1981 IMPORTED BRANDS WERE ONLY ALLOWED TO ADVERTISE IN ENGLISH LANGUAGE PUBLICATIONS WHICH OVERALL HAD VERY LIMITED CIRCULATION.

SINCE APRIL 1981 THE JAPANESE GOVERNMENT HAS ALLOWED IMPORTED CIGARETTE MANUFACTURERS ACCESS TO ALL MEDIA (EXCEPT FOR COUPONS) SUBJECT TO CONFORMITY WITH AD-SP RULES ISSUED BY THE J.T.S.

THE AD-SP RULES IMPOSE BUDGETARY CONSTRAINTS OVER FOREIGN MANUFACTURERS ACCESS TO ADVERTISING ON T.V., RADIO. MAGAZINE NEWSPAPER MEDIA THROUGH THE EXISTENCE OF AN ADVERTISING FORMULA RELATED TO VOLUME. A FURTHER RESTRICTION OVER TV ADVERTISING IS THE LIMITING OF ACCESS TO THE FIRST THREE OF BRAND LIFE.]

2500085248

(JAPAN)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON:					
A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	136,409	70,724	36,682	29,550	N.A.
PIPE TOBACCO (THOUSAND KILOS)	184	163	154	152	N.A.

2500085249

(JAPAN)

1978

1979

1980

1981

1982

IMPORTED BRANDS SHARE OF IMPORT SEGMENT

MANUFACTURERS

PHILIP MORRIS

70.6

73.5

76.1

78.4

78.9

R.J. REYNOLDS

10.1

10.5

9.9

9.5

11.1

B.A.T.

10.8

8.9

8.0

7.2

6.7

OTHER

8.5

7.1

6.0

4.9

3.3

BRANDS

LARK

65.1

68.4

70.2

69.2

69.7

PARLIAMENT

2.5

2.8

4.2

6.0

7.7

MORE

4.9

5.8

5.0

4.8

6.0

KENT

7.5

6.0

5.5

4.5

3.5

OTHER

20.0

17.0

15.1

15.5

13.1

2500085250

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: KOREA*

*Does not include Duty Free Imports

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	N.A.	N.A.	69.0	72.5	73.7
OF WHICH LOCAL MANUFACTURE (DOMESTIC)	N.A.	N.A.	69.0	72.5	73.7
POPULATION TOTAL (MILLIONS)	N.A.	N.A.	38.1	38.6	39.2
PER CAPITA CONSUMPTION	N.A.	N.A.	1,811	1,875	1,875
POPULATION OVER 15 YR OF AGE (MILLIONS)	N.A.	N.A.	25.3	26.0	26.6
PER CAPITA OVER 15 YRS	N.A.	N.A.	2,733	2,792	2,774
SMOKER INCIDENCE					
% OF TOTAL POPULATION	N.A.	N.A.	N.A.	25.7	25.5
% OF FEMALE POPULATION	N.A.	N.A.	N.A.	6.1	6.2
% OF MALE POPULATION	N.A.	N.A.	N.A.	44.5	44.4
COMPANY SHARES					
1) KOREAN TOBACCO MONOPOLY	100%	100%	100%	100%	100%

152980009Z

(KOREA)		1978	1979	1980	1981	1982
BRAND FAMILY SHARES %						
	TRADEMARK					
BRAND NAME	OWNERSHIP MANUFACTURER					
1) SOL	KOREAN TOBACCO MONOPOLY	N.A.	N.A.	6.4	18.6	40.3
2) GEOBUGSEON	KOREAN TOBACCO MONOPOLY	N.A.	N.A.	40.4	34.4	14.3
3) GHEONG JA	KOREAN TOBACCO MONOPOLY	N.A.	N.A.	6.8	9.5	13.2
4) HWAN HWI	KOREAN TOBACCO MONOPOLY	N.A.	N.A.	14.6	14.6	12.3
5) EUNHASO	KOREAN TOBACCO MONOPOLY	N.A.	N.A.	9.2	8.6	8.4
6) EUNHASA	KOREAN TOBACCO MONOPOLY	N.A.	N.A.	3.6	4.1	4.1
7) SUN	KOREAN TOBACCO MONOPOLY	N.A.	N.A.	9.2	2.5	2.3
8) SUJEONG	KOREAN TOBACCO MONOPOLY	N.A.	N.A.	1.0	1.0	1.1
OTHERS		N.A.	N.A.	8.8	6.7	4.0
MARKET SEGMENTATION%						
FILTER (NON-MENTHOL)		N.A.	N.A.	94.3	95.1	96.8
FILTER MENTHOL		N.A.	N.A.	1.3	1.4	1.3
NON-FILTER		N.A.	N.A.	4.4	3.5	1.9
PRICE SEGMENTATION %						
PREMIUM (600 WON)		N.A.	N.A.	----	----	0.4
HIGH (500 WON)		N.A.	N.A.	56.3	55.9	57.9
MEDIUM (300-499 WON)		N.A.	N.A.	13.9	13.7	13.6
LOW (50-299 WON)		N.A.	N.A.	29.8	30.4	28.1
TAR & NICOTINE SEGMENTATION%						
ULTRA LOW (5MG AND BELOW)		N.A.	N.A.	----	----	----
LOW ((6-10 MG)		N.A.	N.A.	----	----	----
MEDIUM (11-15MG)		N.A.	N.A.	19.5	25.6	46.9
HIGH/FULL FLAVOR (16+ MG)		N.A.	N.A.	80.5	74.4	52.0
TOBACCO TYPE SEGMENTATION %						
BLOND: PSUEDO AMERICAN		100%	100%	100%	100%	100%

2525800092

(KOREA)

	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
70 MM AND SHORTER	N.A.	N.A.	----	----	----
71 MM TO 79 MM	N.A.	N.A.	4.4	3.5	1.5
80 MM TO 85 MM	N.A.	N.A.	94.6	95.5	97.0
86 MM TO 94 MM	N.A.	N.A.	----	----	----
95 MM TO 99 MM	N.A.	N.A.	----	----	----
100 MM	N.A.	N.A.	1.0	1.0	1.1
OVER 100 MM	N.A.	N.A.	----	----	0.4
PACK COUNT SEGMENTATION %					
11 TO 15 CIGTS/PACK	N.A.	N.A.	0.1	0.1	0.1
20 CIGTS/PACK	N.A.	N.A.	99.9	99.9	99.9
PACK TYPE SEGMENTATION %					
SOFT PACK	N.A.	N.A.	90.8	97.5	97.8
FLIP TOP BOX	N.A.	N.A.	9.2	2.5	2.3

CIGARETTE ADVERTISING MEDIA AVAILABILITY

- *NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

- A) TELEVISION
B) RADIO
C) NEWSPAPERS
D) MAGAZINES
E) COUPONS
F) POINT OF SALE
G) BILLBOARDS
H) CINEMA
I) SAMPLING

NOTE: *TV ADVERTISING IS NOT BEING USED BY KIM.
*NEWSPAPER AND OTHER MEDIA ADVERTISING ARE NO COMMON.

250085253

(KOREA)

	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON:					
A) PACKS	N.A.	N.A.	YES	YES	YES
B) CARTONS	N.A.	N.A.	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	N.A.	N.A.	NO	NO	NO
B) CARTONS	N.A.	N.A.	NO	NO	NO
C) ADVERTISING	N.A.	N.A.	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	N.A.	N.A.	NO	NO	NO
B) CARTONS	N.A.	N.A.	NO	NO	NO
C) ADVERTISING	N.A.	N.A.	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGAR (MILLIONS)	N.A.	N.A.	0.8	0.7	0.9

2500085254

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MALAYSIA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	13.58	14.77	16.02	16.23	16.61
OF WHICH LOCAL MANUFACTURE:	99%	98%	92%	91%	91%
IMPORTED:	1	2	8	9	9
POPULATION TOTAL (MILLIONS)	12.8	13.1	13.4	13.8	14.1
PER CAPITA CONSUMPTION	1060.9	1127.4	1195.5	1176.0	1178.0
POPULATION OVER 15 YR OF AGE (MILLIONS)	7.4	7.6	7.7	8.0	8.2
PER CAPITA OVER 15 YRS	1,835	1,943	2,080	2,028	2,026
SMOKER INCIDENCE					
% OF TOTAL POPULATION	16.0	15.9	16.0	16.0	16.0
% OF FEMALE POPULATION	2.0	2.0	2.0	2.0	2.0
% OF MALE POPULATION	35.0	35.0	35.0	35.0	35.0
COMPANY SHARES					
1)MALAYSIAN TOBACCO COMPANY (MTC)	76.7	64.2	64.3	61.9	61.0
2)ROTHMANS	20.3	32.0	28.5	27.5	26.0
3)R.J. REYNOLDS	1.0	1.8	5.5	8.0	9.0
4)PHILIP MORRIS	0.1	0.3	0.5	0.9	2.8
5)OTHERS	1.9	1.7	1.2	1.7	1.2

2500085255

(MALAYSIA)

1978

1979

1980

1981

1982

BRAND SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) BENSON & HEDGES	B.A.T.	MTC	33.7	33.7	38.4	42.2	42.2
2) DUNHILL K.S.	ROTHMANS	RPM	4.8	10.5	10.4	9.9	9.9
3) WINSTON	RJR	RJR	0.3	0.4	3.5	6.9	7.6
4) STATE EXPRESS 555	B.A.T.	MTC	23.3	13.1	9.5	6.0	5.3
5) ROTHMANS INT. 100	ROTHMANS	RPM	3.8	5.5	5.0	5.3	5.0
6) P. STUYVESANT	ROTHMANS	RPM	0.9	5.3	4.2	4.0	3.8
7) MARLBORO	P. MORRIS	PM	0.1	0.2	0.4	0.8	2.8
8) GOLD FLAKE	B.A.T.	MTC	2.7	2.8	3.3	2.7	2.5
9) LUCKY STRIKE	B.A.T.	MTC	0.6	0.8	1.4	2.2	2.4
10) WHITE HORSE (YELLOW)	ROTHMANS	RPM	1.7	1.1	0.7	0.4	1.9
11) SIGNAL FILTER	B.A.T.	MTC	0.6	0.3	0.2	0.3	1.4
12) ROUGH RIDER FILTER	B.A.T.	MTC	3.7	4.4	3.9	2.3	1.3
13) KENT 100	B.A.T.	MTC	0.1	0.1	0.3	0.4	1.0
14) WHITE HORSE (GREEN)	ROTHMANS	RPM	0.8	0.7	0.4	1.3	1.0
15) CRAVEN A FILTER	ROTHMANS	RPM	2.4	2.5	1.9	1.1	0.9
OTHERS			21.5	18.6	16.5	14.2	11.0

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	95.4	96.3	94.7	94.4	94.0
FILTER MENTHOL	1.9	1.0	1.8	1.3	2.0
NON-FILTER	2.7	2.7	3.5	4.3	4.0

PRICE SEGMENTATION

PREMIUM (Over M\$2.00)	6.3	9.0	15.0	19.7	23.0
HIGH (M\$1.90-M\$2.00)	66.2	65.0	65.5	59.6	58.0
MEDIUM (M\$1.60-M\$1.80)	6.8	5.9	3.3	8.2	5.0
LOW (M\$1.20-M\$1.50)	4.5	3.8	6.2	---	1.0
ECONOMY (Below \$1.20)	16.2	16.3	10.0	12.5	13.0

TOBACCO TYPE SEGMENTATION %

BLOND: AMERICAN	1.2	2.0	8.3	12.8	17.0
VIRGINIA	98.8	98.0	91.7	87.2	83.0

95ZS8000SZ

(MALAYSIA)

	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
66 MM TO 72 MM	2.7	2.7	3.5	3.0	4.0
74 MM TO 80 MM	11.3	9.0	7.0	4.3	1.0
82 MM to 88 MM	80.7	81.5	82.7	85.1	87.0
90 MM AND OVER	5.3	6.8	6.8	7.6	8.0
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	31.5	20.7	13.6	6.8	5.0
11 TO 15 CIGTS/PACK	41.7	47.2	50.0	46.7	36.0
16 TO 19 CIGTS/PACK	-----	-----	-----	-----	-----
20 CIGTS/PACK	26.8	32.1	36.4	46.5	59.0
PACK TYPE SEGMENTATION %					
SOFT PACK	N.A.	N.A.	N.A.	16.0	21.6
FLIP TOP BOX	N.A.	N.A.	N.A.	82.8	77.6
SHOULDER PACK	N.A.	N.A.	N.A.	-----	-----
SLIDE AND SHELL	N.A.	N.A.	N.A.	1.1	0.7
PRINCESS PACK	N.A.	N.A.	N.A.	-----	-----
OTHER (TIN)	N.A.	N.A.	N.A.	0.1	0.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	3	3	2	2
B) RADIO	1	3	3	2	2
C) NEWSPAPERS	1	1	3	3	3
D) MAGAZINES	-	1	3	3	3
E) COUPONS	-	-	-	-	-
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	3	3
H) CINEMA	1	3	3	3	3
I) SAMPLING	1	1	1	1	1

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(MALAYSIA)

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES

YES

YES

YES

YES

NO

NO

NO

NO

NO

NO

NO

YES

YES

YES

SPECIFIC T&N NUMBERS ON:

NO

NO

NO

NO

NO

A) PACKS

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

C) ADVERTISING

TAR BAND PRINTED ON:

A) PACKS

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

2500085258

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PAKISTAN

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	31072	32211	34679	35760	35524
OF WHICH LOCAL MANUFACTURE:	31072	32211	34679	35760	35524
POPULATION TOTAL (MILLIONS)	76.60	78.9	81.30	83.8	86.2
PER CAPITA CONSUMPTION	405	409	426	427	412
POPULATION OVER 15 YR OF AGE (MILLIONS)	43.20	44.50	45.85	47.26	48.7
PER CAPITA OVER 15 YRS	719	724	756	757	729
COMPANY SHARES					
1) PAKISTAN TOBACCO CO. (B.A.T.)	36.1	37.5	38.5	33.7	35.3
2) PREMIER TOBACCO INDUSTRIES, LTD.	29.0	27.6	27.0	26.0	23.8
3) LAKSON TOBACCO CO.	10.7	12.1	12.4	16.3	17.3
4) KHYBER TOBACCO CO.	9.0	9.4	9.5	9.6	10.1
5) SOUVENIR TOBACCO CO.	4.1	4.1	4.1	5.7	6.4
6) MOGHUL TOBACCO CO.	3.7	3.1	3.4	3.7	3.5
7) TOBACCO INTERNATIONAL	3.1	2.7	3.0	3.1	2.6
8) OTHERS	4.3	3.5	2.1	1.9	1.0

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(PAKISTAN)	1978	1979	1980	1981	1982
BRAND SHARES %					
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER			
1) K-2 (P) 10s	PTI	PTI	24.0	22.1	20.3
2) EMBASSY (P) 10s	BAT	PTC	15.4	15.4	10.9
3) MARK-7	LTC	LTC	4.5	6.1	6.5
4) EMBASSY FT.	BAT	PTC			4.1
5) MEDAL SP 20s	KTC	KTC	4.3	3.7	4.6
6) GOLD LEAF HL	BAT	PTC	2.2	2.6	3.3
7) MORVEN GOLD	LTC	LTC	2.4	2.8	3.0
8) K-2 KSF SP 20	PTI	PTI	1.2	1.4	1.8
9) WILLS FT SS20s	BAT	PTC	3.3	4.1	5.4
10) CAPSTAN FT	BAT	PTC	5.1	5.1	4.7
11) PRINCETON	LTC	LTC	0.4	0.8	1.1
12) WINNER SP 20s	PTI	PTI		0.2	1.5
13) SPORTS SP 20s	KTC	KTC	0.9	0.8	2.8
14) HYLITE SP 20s	TIL	TIL	2.4	2.4	2.9
15) MELBURN HL 20s	STC	STC			1.0
16) OTHERS			33.9	32.5	31.2
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)			22.1	27.2	31.2
NON-FILTER			77.9	72.8	68.8
PRICE SEGMENTATION					
PREMIUM			2.2	2.7	3.4
HIGH			5.5	5.5	5.0
MEDIUM			13.2	15.1	17.9
LOW			3.6	3.1	3.2
ECONOMY			44.8	46.5	43.0
OTHER			30.7	27.1	27.5
TOBACCO TYPE SEGMENTATION %					
BLOND: VIRGINIA			100	100	100

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(PAKISTAN)	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
70 MM AND SHORTER	79.4	77.2	73.6	71.7.	66.5
71 MM TO 79 MM	13.3	14.7	16.2	13.6	14.1
80 MM to 85 MM	6.9	7.3	9.1	12.1	16.2
95 MM TO 99 MM	0.4	0.8	1.1	2.6	3.2
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	60.5	60.6	57.1	48.9	46.0
20 CIGTS/PACK	39.5	39.4	42.9	51.1	54.0
PACK TYPE SEGMENTATION %					
SOFT PACK	32.3	32.5	35.3	41.8	40.7
FLIP TOP BOX	7.2	6.9	7.6	9.4	13.2
SLIDE AND SHELL	60.5	60.6	57.1	48.9	46.0
PRINCESS PACK	---	---	---	---	0.1

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	3	3	3	3	3
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

(PAKISTAN)

1978

1979

1980

1981

1982

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:

- A) PACKS
- B) CARTONS
- C) ADVERTISING

NO

NO

YES

YES

YES

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

SPECIFIC T&N NUMBERS ON:

- A) PACKS
- B) CARTONS
- C) ADVERTISING

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

TAR BAND PRINTED ON:

- A) PACKS
- B) CARTONS
- C) ADVERTISING

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

2500085262

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PHILIPPINES

	1978	1979	1980	1981	1982		
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	52,800	54,560	58,851	58,287	60,189		
POPULATION TOTAL (MILLIONS)	45.9	47.1	48.3	49.5	51.9		
PER CAPITA CONSUMPTION	1,150	1,158	1,218	1,177	1,159		
POPULATION OVER 15 YR OF AGE (MILLIONS)	26.7	27.8	28.9	29.9	31.3		
PER CAPITA OVER 15 YRS	1,977	1,962	2,036	1,949	1,922		
SMOKER INCIDENCE							
% OF TOTAL POPULATION	20.3	20.4	21.6	21.5	21.7		
% OF FEMALE POPULATION	6.1	6.1	6.5	6.4	6.5		
% OF MALE POPULATION	34.5	34.6	36.7	36.6	36.9		
COMPANY SHARES							
1) FORTUNE TOBACCO	50.4	51.5	61.0	63.8	66.4		
2) LA SUERTE/PMI	18.9	19.5	18.7	19.6	18.4		
3) COLUMBIA	7.6	11.7	6.8	4.8	4.3		
4) OTHERS	23.1	17.3	13.5	11.8	10.9		
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK						
OWNERSHIP							
MANUFACTURER							
1) HOPE	LOCAL	FORTUNE	18.9	23.5	27.4	25.8	20.2
2) CHAMPION	LOCAL	FORTUNE	15.6	14.4	14.3	17.1	19.8
3) MARLBORO	PMI	LA SUERTE	14.3	14.7	13.9	14.2	12.7
4) BOSS	LOCAL	FORTUNE	7.4	8.6	8.7	9.2	7.7
5) PM	PMI	LA SUERTE	4.5	4.6	4.8	5.3	5.7
6) MARK	LOCAL	FORTUNE				0.5	3.3
7) PEAK	LOCAL	FORTUNE	3.3	3.6	3.2	3.8	4.3
8) WINSTON	RJR	FORTUNE	NIL	0.5	1.0	1.1	1.9
9) MORE	LOCAL	FORTUNE	NIL	1.0	1.4	2.5	3.3
10) CAMEL	RJR	FORTUNE	NIL	NIL	0.6	0.6	1.8
11) BOWLING GREEN	LOCAL	COLUMBIA	4.8	5.8	4.1	1.9	1.8

(PHILIPPINES)	1978	1979	1980	1981	1982
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)	17.8	17.0	17.1	17.3	19.9
FILTER MENTHOL	65.6	67.3	69.9	70.8	70.3
NON-FILTER	0.5	0.4	0.3	0.3	0.2
NATIVE	16.1	15.3	12.7	11.6	9.6
PRICE SEGMENTATION					
PREMIUM	3.1	4.1	4.3	4.5	5.2
HIGH	36.5	43.7	47.5	44.0	36.4
MEDIUM	40.3	34.3	30.4	30.8	37.6
LOW	20.1	17.9	17.8	20.7	20.8
TAR & NICOTINE SEGMENTATION %					
HIGH/FULL FLAVOR	100	100	100	100	100
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	83.9	84.7	87.3	88.4	90.4
OTHER	16.1	15.3	12.7	11.6	9.6
LENGTH SEGMENTATION %					
70 MM AND SHORTER	7.5	5.6	4.6	3.7	1.7
80 MM TO 85 MM	26.3	27.2	28.9	31.6	35.7
100MM TO 120MM	50.1	51.9	53.8	53.1	53.0
NATIVE	16.1	15.3	12.7	11.6	9.6
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	83.9	84.7	87.3	88.4	90.4
NATIVE 10/20/30's SPLIT N/A	16.1	15.3	12.7	11.6	9.6

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(PHILIPPINES)	1978	1979	1980	1981	1982
PACK TYPE SEGMENTATION %					
SOFT PACK	94.1	95.0	95.7	96.7	98.5
FLIP TOP BOX	5.9	5.0	4.3	3.3	1.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	YES	YES	YES	YES	YES
B) RADIO	YES	YES	YES	YES	YES
C) NEWSPAPERS	YES	YES	YES	YES	YES
D) MAGAZINES	YES	YES	YES	YES	YES
E) COUPONS	YES	YES	YES	YES	YES
F) POINT OF SALE	YES	YES	YES	YES	YES
G) BILLBOARDS	YES	YES	YES	YES	YES
H) CINEMA	YES	YES	YES	YES	YES
I) SAMPLING	YES	YES	YES	YES	YES
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	14.7	11.6	11.1	7.6	
PIPE TOBACCO (THOUSAND KILOS) PLUS					
ROLL YOUR OWN (THOUSAND KILOS) PLUS	1081.0	939.6	874.2	972.7	
CHEWING TOBACCO (THOUSAND KILOS)					

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SINGAPORE

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	3.4	3.5	3.6	3.9	4.1
PER CAPITA CONSUMPTION	1,471	1,502	1,525	1,598	1,659
FILTER SHARE	85.6%	86.5%	86.8%	88.5%	89.2%
COMPANY SHARES					
1) ROTHMANS OF PALL MALL	49.0	46.9	44.1	44.1	43.8
2) SINGAPORE TOBACCO CO. (B.A.T.)	33.8	32.8	31.1	27.7	25.1
3) THONG HUAT (RJR)	9.6	9.2	10.3	10.5	11.2
4) PHILIP MORRIS	7.2	10.9	14.3	17.4	19.4
5) OTHERS	0.4	0.2	0.2	0.3	0.5

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) DUNHILL		ROTH	31.2	30.4	29.0	28.4	28.5
2) MARLBORO		P. MORRIS	4.6	8.8	12.8	16.3	18.4
3) CONSULATE		ROTH	8.3	6.9	7.0	7.8	8.2
4) BENSON & HEDGES		STC	6.6	8.3	9.1	8.2	7.5
5) CAMEL		RJR	6.5	6.3	6.7	6.2	6.3
6) STATE EXPRESS 555		STC	10.3	9.8	8.3	6.7	5.6
7) KENT		STC	---	---	2.3	3.3	3.8
8) P. STUYVESANT		ROTH	4.6	4.9	4.2	4.1	3.7
9) WINSTON		ROTH	2.1	1.6	1.9	2.9	3.2
10) ROTHMANS		ROTH	4.4	3.6	3.2	3.1	3.1
11) LUCKY STRIKE		STC	3.5	3.2	3.4	3.2	2.7
12) PLAYER'S G/L		STC	4.1	3.5	3.4	2.6	2.0
13) SALEM		RJR	---	---	1.5	1.3	1.7
14) GARRICK		STC	2.1	1.7	1.3	1.0	0.9
15) ABDULLA		STC	2.6	2.0	1.4	1.1	0.8
OTHERS			9.1	9.0	4.5	3.8	3.6

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(SINGAPORE)

	1978	1979	1980	1981	1982
MARKET SEGMENTATION%					
FILTER (NON-MENTHOL)	76.9	77.7	77.7	79.1	79.0
FILTER MENTHOL	8.7	8.8	9.1	9.4	10.1
NON-FILTER	14.4	13.5	13.2	11.5	10.9
PAPYROSSI	---	---	---	---	---
PRICE SEGMENTATION					
PREMIUM (2.00 +)	3.6	25.6	17.3	34.6	37.7
HIGH (1.98 - 1.80)	69.5	42.8	55.2	39.8	38.7
MEDIUM (1.79 - 1.60)	21.3	27.2	25.9	24.6	22.9
LOW (Below 1.50)	5.6	4.4	1.6	1.0	0.7
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	19.1	23.7	29.7	34.2	37.3
LENGTH SEGMENTATION %					
70 MM AND SHORTER	14.3	13.4	12.9	11.4	10.6
71 MM TO 79 MM	---	---	---	---	---
80 MM TO 85 MM	80.4	81.0	82.7	84.9	85.9
86 MM TO 94 MM	---	---	---	---	---
95 MM TO 99 MM	2.4	1.8	1.2	0.8	0.8
100 MM	2.8	3.6	3.0	2.8	2.6
OVER 100 MM	0.1	0.2	0.2	0.1	0.1
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	24.9	23.0	21.0	16.6	16.4
11 TO 15 CIGTS/PACK	44.1	44.0	41.6	39.0	33.4
16 TO 19 CIGTS/PACK	---	---	---	---	---
20 CIGTS/PACK	30.7	32.7	37.1	43.9	49.9
21 TO 24 CIGTS/PACK	---	---	---	---	---
25 CIGTS/PACK	---	---	---	---	0.1
30 CIGTS/PACK	---	0.1	0.1	0.3	---
OVER 30 CIGTS/PACK	0.3	0.2	0.2	0.2	0.2
	80.9	76.3	70.3	65.8	62.7

Virgin

(SINGAPORE)

	1978	1979	1980	1981	1982
PACK TYPE SEGMENTATION %					
SOFT PACK	11.3	14.2	21.1	28.0	32.8
FLIP TOP BOX	74.1	71.5	67.0	63.7	59.5
SHOULDER PACK	---	---	---	---	---
SLIDE AND SHELL	13.4	12.3	10.7	7.4	6.9
PRINCESS PACK	0.9	1.6	0.9	0.7	0.6
OTHER (TIN)	0.3	0.4	0.3	0.2	0.2

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2
D) MAGAZINES	2	2	2	2	2
E) POINT OF SALE	3	3	3	3	3
F) BILLBOARDS	2	2	2	2	2
G) CINEMA	2	2	2	2	2
H) SAMPLING	2	2	2	2	2

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(SINGAPORE)

1978

1979

1980

1981

1982

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS

YES
NO

YES
NO

YES
NO

YES
NO

YES
NO

TAR BAND PRINTED ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO
NO
NO

NO
NO
NO

NO
NO
NO

NO
NO
NO

NO
NO
NO

2500085269

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: TAIWAN

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	---	---	---	---	30.00
OF WHICH LOCAL MANUFACTURE:	---	---	---	---	29.73
IMPORTED FROM 1) U.K.	---	---	---	---	0.14
2) U.S.A.	---	---	---	---	0.11
3) JAPAN	---	---	---	---	0.02
POPULATION TOTAL (MILLIONS)	---	---	---	---	18.00
PER CAPITA CONSUMPTION	---	---	---	---	1,666
POPULATION OVER 15 YR OF AGE (MILLIONS)	---	---	---	---	12.00
PER CAPITA OVER 15 YRS	---	---	---	---	2,500
SMOKER INCIDENCE					
% OF TOTAL POPULATION	---	---	---	---	20.0%
% OF FEMALE POPULATION	---	---	---	---	2.1%
% OF MALE POPULATION	---	---	---	---	36.4%
COMPANY SHARES					
1) LOCAL	---	---	---	---	99.10
2) BAT	---	---	---	---	0.29
3) ROTHMANS	---	---	---	---	0.21
4) BROWN & WILLIAMSON	---	---	---	---	0.18
5) PHILIP MORRIS	---	---	---	---	0.18
6) OTHERS	---	---	---	---	0.04

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(TAIWAN)	1978	1979	1980	1981	1982
BRAND FAMILY SHARES %					
BRAND NAME	TRADEMARK				
	OWNERSHIP	MANUFACTURER			
1) LONGLIFE	MONOPOLY	MONOPOLY	---	---	75.0
2) STATE EXPRESS 555	BAT	BAT	---	---	0.3
3) DUNHILL	ROTHMANS	ROTHMANS	---	---	0.2
4) KENT	B&W	B&W	---	---	0.2
5) WINSTON	RJR	RJR	---	---	0.7
6) MARLBORO	PM	PM	---	---	0.7
OTHER			---	---	22.9
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)			---	---	95.0
NON-FILTER			---	---	5.0
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN			---	---	1.0
VIRGINIA			---	---	99.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2
D) MAGAZINES	2	2	2	2	2
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	2	2	2	2	2
G) BILLBOARDS	2	2	2	2	2
H) CINEMA	2	2	2	2	2
I) SAMPLING	2	2	2	2	2

175800052

(TAIWAN)

1978

1979

1980

1981

1982

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO

2500085272

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: THAILAND

	1978	1979	1980	1981	1982	
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	23.5	26.3	29.8	32.8	27.8	
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	100%	
IMPORTED:	NIL	NIL	NIL	NIL	NIL	
POPULATION TOTAL (MILLIONS)	44	45	46.3	48.6	49.8	
PER CAPITA CONSUMPTION	534	584	644	675	558	
POPULATION OVER 15 YR OF AGE (MILLIONS)	25.5	25.7	26.4	27.7	28.4	
PER CAPITA OVER 15 YRS	922	1,023	1,129	1,184	979	
SMOKER INCIDENCE						
% OF TOTAL POPULATION	19.0	20.0	21.5	21.7	20.2	
% OF FEMALE POPULATION	4.0	4.1	4.2	4.1	4.0	
% OF MALE POPULATION	35.0	35.2	35.4	36.0	35.0	
COMPANY SHARES						
1) THAILAND TOBACCO MONOPOLY	100%	100%	100%	100%	100%	
BRAND FAMILY SHARES %						
TRADEMARK						
OWNERSHIP						
MANUFACTURER						
BRAND NAME						
1)KHRONG THIP	THAILAND TOBACCO MONOPOLY	12.4	19.2	24.1	27.0	30.5
2)SAMIT	THAILAND TOBACCO MONOPOLY	30.5	29.1	29.9	26.5	22.3
3)GOLD CITY	THAILAND TOBACCO MONOPOLY	36.0	33.0	27.2	22.3	21.7
4)RUANG THIP	THAILNAD TOBACCO MONOPOLY	6.7	6.3	6.2	10.8	11.3
5)KLED THONG	THAILAND TOBACCO MONOPOLY	6.3	5.1	5.1	6.1	6.0
6)TIM II FILTER	THAILAND TOBACCO MONOPOLY	1.9	1.9	2.4	2.6	2.8
7)FALLING RAIN	THAILAND TOBACCO MONOPOLY	3.0	2.7	2.7	2.5	2.7
FILTER M						
8)THE MOON	THAILAND TOBACCO MONOPOLY	3.1	2.7	2.3	2.3	2.7

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(THAILAND)

MARKET SEGMENTATION %	1978	1979	1980	1981	1982
FILTER (NON-MENTHOL)	53.3	61.9	67.4	66.9	68.7
FILTER MENTHOL	3.0	2.7	2.7	2.5	2.7
PLAIN	43.7	35.4	29.9	30.6	28.6
PRICE SEGMENTATION					
PREMIUM					
HIGH (Over 10)	83.6	81.3	81.2	80.7	79.8
MEDIUM (6-10)	9.4	11.6	12.5	13.8	14.2
LOW (4-6)	8.0	7.1	6.3	5.5	6.0
TAR & NICOTINE SEGMENTATION %					
HIGH/FULL FLAVOR	100%	100%	100%	100%	100%
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	51.4	54.9	54.0	55.7	57.2
VIRGINIA	42.0	38.8	39.7	37.5	36.7
OTHERS	6.6	6.3	6.3	6.8	6.1

(THAILAND)	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
80 MM to 85 MM	100%	100%	100%	100%	100%
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100%	100%	100%	100%	100%
PACK TYPE SEGMENTATION %					
SOFT PACK	100%	100%	100%	100%	100%
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3
E) COUPONS	3	3	3	3	3
F) POINT OF SALE	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3
H) CINEMA	3	3	3	3	3
I) SAMPLING	2	2	2	2	2
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
PIPE TOBACCO (THOUSAND KILOS)	2.08	2.06	2.08	2.02	2.04

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IBERIA

2500085276

V. IBERIA

CANARY ISLANDS

PORTUGAL

SPAIN

2500085277

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CANARY ISLANDS

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3,863	4,072	4,571	3,896	3,839
OF WHICH LOCAL MANUFACTURE:	2,220	2,182	2,344	2,234	2,993
IMPORTED FROM 1) U.S.A.	1,086	1,287	1,621	1,150	370
2) ENGLAND	368	417	389	333	311
3) GERMANY	147	146	147	134	128
4) OTHERS	42	40	70	45	37
POPULATION TOTAL (MILLIONS)	1.394	1.414	1.429	1.444	1.458
PER CAPITA CONSUMPTION	2,741	2,880	3,196	2,696	2,597
POPULATION OVER 15 YR OF AGE (MILLIONS)	0.931	0.942	0.955	0.969	0.983
PER CAPITA OVER 15 YRS	4,149	4,323	4,786	4,020	3,905
NUMBER OF TOURISTS (MILLIONS)	2.9	2.8	2.5	2.8	2.9
SMOKER INCIDENCE					
% OF TOTAL POPULATION	37.2	37.1	37.2	37.1	37.1
% OF FEMALE POPULATION	20.2	21.0	21.4	23.5	23.9
% OF MALE POPULATION	55.0	54.1	53.4	52.1	51.7
COMPANY SHARES					
1) C.I.T.A.	37.8	36.7	34.6	37.2	32.8
2) R.J. REYNOLDS	21.7	24.6	29.5	23.7	23.1
3) PHILIP MORRIS (2)	5.0	5.4	5.0	7.0	9.5
4) TABACANARIA			11.9	12.1	14.3
5) B.A.T.	5.6	6.2	6.5	6.7	7.0
6) E. FUENTES	11.2	10.0			
7) T.E.I.	6.0	6.5	4.6	5.0	4.4
8) REGENTIA	3.9	3.6	3.3	3.6	3.9
9) OTHERS	8.8	7.1	4.5	4.7	5.1

(1) Including local & tourist consumption

(2) Philip Morris & Liggett & Myers from 1979

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(CANARY ISLANDS)			1978	1979	1980	1981	1982
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1) CORONAS	C.I.T.A	C.I.T.A.	33.2	31.8	28.0	32.9	28.5
2) WINSTON	R.J.R.	R.J.R.	20.4	23.5	29.0	21.4	20.8
3) MARLBORO	P. MORRIS	P. MORRIS	2.4	2.5	4.0	3.1	4.4
4) KRUGER	TABACANARIA	E. FUENTES	5.5	6.2	6.7	8.9	11.7
5) ROTHMANS	T.E.I.	ROTHMANS	2.8	4.3	3.3	3.2	2.7
6) SWING	P. MORRIS	P. MORRIS	0.1	0.1	0.1	1.9	3.1
7) MECANICOS	J. DOS SANTOS	REGENTIA	3.8	3.7	3.3	3.6	3.9
8) CONDAL	TABACANARIA	E. FUENTES	4.3	3.5	4.3	3.1	2.0
9) RECORD	C.I.T.A.	C.I.T.A.	3.5	3.2	4.0	3.1	3.2
10) BENSON	B.A.T.	B & H	2.3	2.6	2.3	2.5	2.6
11) CAMEL	R.J.R.	R.J.R.	0.8	0.4	0.7	1.7	1.7
12) LARK	P. MORRIS	P. MORRIS	1.6	2.0	0.8	1.2	1.3
13) PROGRESO	PROGRESO	CORREA	1.5	0.9	1.1	0.8	1.2
14) XXX	C.I.T.A.	C.I.T.A.	2.0	1.8	1.4	1.2	1.2
15) DUNHILL	T.E.I.	DUNHILL	1.7	1.1	0.7	0.8	0.7
16) OTHERS BLACK & BLOND			14.1	12.4	10.3	10.6	10.9

MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			92.7	92.7	92.8	92.9	92.8
FILTER MENTHOL			0.6	0.7	0.7	0.7	0.8
NON-FILTER			6.7	6.6	6.5	6.4	6.4

PRICE SEGMENTATION % (ACTUAL PRICES)*							
PREMIUM (1) 0.63 - 0.70\$ (per 20's Pack in US\$)			42.4	46.1	48.1	42.7	3.7
HIGH (2) 0.50 - 0.58\$		" "					36.2
MEDIUM-HIGH 0.35 - 0.39\$		" "				0.3	0.9
MEDIUM 0.27 \$		" "	0.6	0.4	0.5	2.6	3.8
MEDIUM LOW 0.25 - 0.28\$		" "	51.2	48.6	46.2	49.1	50.0
LOW 0.14 - 0.18\$		" "	5.8	4.9	5.2	5.3	5.4

*CHANGE: US \$ = 128 Pts.

(1) 1978 - 1981 ALL IMPORTED BLOND BRANDS

FROM 1982 ONWARDS, BLOND IMPORTED OVER 85m/m

(2) FROM 1982 onwards, blond imported brands upto 85 m/m AND
INTERNATIONAL BRANDS LOCALLY MANUFACTURED

6729800052

(CANARY ISLANDS)	1978	1979	1980	1981	1982
TAR & NICOTINE SEGMENTATION %					
LOW	2.6	2.8	3.1	3.4	6.4
HIGH/FULL FLAVOR	97.4	97.2	96.9	96.6	93.6
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	29.6	31.5	36.6	34.2	37.9
VIRGINIA	13.0	14.7	11.8	11.1	9.6
BLACK	57.4	53.8	51.6	54.7	52.5
LENGTH SEGMENTATION %					
70 MM AND SHORTER	6.9	6.8	6.9	6.8	6.9
80 mm to 85 MM	88.2	88.8	88.9	89.1	89.4
95 MM TO 99 MM	1.9	1.8	1.7	1.5	1.5
100 MM	2.4	2.2	2.1	2.3	1.7
OVER 100 MM	0.6	0.4	0.4	0.3	0.5
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	0.3	0.3	0.2	0.4	0.1
11 to 15 CIGTS/PACK	3.6	3.5	3.4	3.7	4.0
16 TO 19 CIGTS/PACK	1.4	1.3	1.1	0.8	1.2
20 CIGTS/PACK	94.6	94.8	95.2	95.0	94.7
25 CIGTS/PACK	0.1	0.1	0.1	0.1	0.1
OVER 30 CIGTS/PACK	0.1	0.1	0.1	0.1	0.1
PACK TYPE SEGMENTATION %					
SOFT PACK	63.4	63.8	62.0	62.4	61.9
FLIP TOP BOX	34.3	34.2	35.6	36.0	36.5
SLIDE AND SHELL	0.4	0.2	0.7	0.1	0.1
PRINCESS PACK	1.9	1.8	1.7	1.5	1.5
OTHER (TIN)	0.1	0.1	0.1	0.1	0.1

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(CANARY ISLANDS) CIGARETTE ADVERTISING MEDIA AVAILABILITY	1978	1979	1980	1981	1982
*NOTATIONS: 1) YES 2) BANNED 3) RESTRICTED					
A) TELEVISION	1	1	1	1	3
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2500085281

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PORTUGAL

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	12,577	12,360	12,363	12,941	13,500
OF WHICH LOCAL MANUFACTURE:	12,537	12,310	12,338	12,920	13,195
IMPORTED FROM 1) AZORES AND MADEIRA ISLANDS	N.A.	18	15	6	125.3
2) FRANCE	N.A.	6	10	10	13.0
3) AUSTRIA	N.A.	---	---	5	2.0
4) SPAIN	N.A.	---	---	---	(*) 91.2
5) OTHERS	40 (1)	26 (1)	N.A.	N.A.	N.A.
POPULATION TOTAL (MILLIONS) ONLY CONTINENT	9.2	9.3	9.5	9.5	9.6
PER CAPITA CONSUMPTION	1,367	1,329	1,302	1,363	1,406
POPULATION OVER 15 YR OF AGE (MILLIONS)	6.7	6.8	6.8	6.9	6.9
PER CAPITA OVER 15 YRS	1,877	1,818	1,819	1,876	1,956
SMOKER INCIDENCE					
% OF TOTAL POPULATION	N.A.	N.A.	N.A.	25.4	N.A.
% OF FEMALE POPULATION	N.A.	N.A.	N.A.	6.1	N.A.
% OF MALE POPULATION	N.A.	N.A.	N.A.	44.7	N.A.
COMPANY SHARES					
1) TABAQUEIRA	99.7	99.6	99.8	99.8	98.3
2) AZORES & MADEIRA ISLANDS	N.A.	0.2	0.1	0.1	0.9
3) SETTA	N.A.	0.1	0.1	0.1	0.1
4) AUSTRIATABAKWERKE	N.A.	---	---	0.1	0.1
5) T.S.A.	N.A.	---	---	---	0.7
6) OTHERS	0.3	0.2	N.A.	N.A.	N.A.

(1) Fuente INE Portugues

(PORTUGAL)			1978	1979	1980	1981	1982
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) SG	TABAQUEIRA	TABAQUEIRA	58.1	63.0	66.8	63.9	64.6
2) PORTUGUES SUAVE	TABAQUEIRA	TABAQUEIRA	10.2	8.0	8.5	14.0	14.8
3) RITZ	TABAQUEIRA	TABAQUEIRA	8.3	7.0	5.8	5.6	4.8
4) KENTUCKY	TABAQUEIRA	TABAQUEIRA	3.7	5.0	5.3	5.1	4.5
5) PROVISORIOS	TABAQUEIRA	TABAQUEIRA	3.4	2.9	2.7	1.9	1.9
6) PORTO	TABAQUEIRA	TABAQUEIRA	3.4	2.8	2.2	2.3	1.9
7) DEFINITIVOS	TABAQUEIRA	TABAQUEIRA	2.5	2.3	2.2	2.2	1.9
8) 20-20-20	TABAQUEIRA	TABAQUEIRA	1.8	1.6	1.1	0.8	0.8
9) KART	TABAQUEIRA	TABAQUEIRA	2.0	1.6	0.9	0.1	---
10) PARIS	TABAQUEIRA	TABAQUEIRA	1.6	1.3	0.9	0.6	0.8
11) MARLBORO	P. MORRIS	TABAQUEIRA	---	---	0.3	0.7	0.8
12) CAMEL	REYNOLDS	TABAQUEIRA	---	---	0.2	0.2	0.3
13) WINSTON	REYNOLDS	TABAQUEIRA	---	---	0.1	0.2	0.2
14) CHAMPAGNE	MONOPOLY	TABAQUEIRA	---	---	---	0.1	0.1
	HOLDING						
15) GAULOISES	SETTA	TABAQUEIRA	N.A.	0.1	0.1	0.1	0.1
16) OTHERS			5.0	4.5	3.0	2.3	2.6
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			76.6	78.8	81.2	83.6	84.1
FILTER MENTHOL			0.1	0.1	0.1	0.3	0.1
NON-FILTER			23.3	21.1	18.7	16.1	15.8
PRICE SEGMENTATION %							
PREMIUM			N.A.	0.1	0.6	1.2	2.0
HIGH			N.A.	0.1	0.1	0.4	1.1
MEDIUM			90.3	89.7	89.1	89.2	88.6
LOW			6.0	5.3	5.0	4.1	3.9
ECONOMY			3.7	5.0	5.3	5.1	4.4
TAR & NICOTINE SEGMENTATION %							
MEDIUM			---	---	2.0	8.6	9.8
HIGH/FULL FLAVOR			100	100	98.0	91.4	90.2

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(PORTUGAL)	1978	1979	1980	1981	1982
TOBACCO TYPE SEGMENTATION					
BLOND: AMERICAN	59.4	64.0	68.1	65.9	66.4
LOCAL	10.5	11.1	10.7	9.6	9.1
BLACK	0.3	0.5	0.3	0.3	0.1
OTHERS (EUROPEAN)	29.8	24.4	20.9	24.2	24.5
LENGTH SEGMENTATION %					
70 MM AND SHORTER	74.0	73.6	72.1	61.4	57.0
71 MM TO 79 MM	----	----	----	----	----
80 MM to 85 MM	26.0	26.4	27.9	38.6	43.0
86 MM TO 94 MM	----	0.1	0.1	0.1	0.1
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	3.7	5.0	5.3	5.1	4.5
20 CIGTS/PACK	90.3	89.8	89.8	90.8	91.8
21 TO 24 CIGTS/PACK	6.0	5.2	4.9	4.1	3.7
PACK TYPE SEGMENTATION %					
SOFT PACK	100	100	98.2	96.8	96.0
FLIP TOP BOX	----	----	1.7	3.1	3.9
SHOULDER PACK	----	0.1	0.1	0.1	0.1
PRINCESS PACK	----	----	0.1	0.1	0.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	2	2
B) RADIO	1	1	1	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1
	1	1	1	1	1

2500085284

(PORTUGAL)

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

	NO	NO	NO	NO	NO
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING					

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGARS (MILLIONS)	11.0(1)	9.0(1)	10.9(1)	8.3(1)	N.A.
PIPE TOBACCO (THOUSAND KILOS)	16.8(2)	23.4(2)	13.7(2)	14.5(2)	N.A.
ROLL YOUR OWN (THOUSAND KILOS)	173.7(3)	185.6(3)	155.4(3)	132.2(3)	N.A.

- (1) Imports. There is no local fabrication. Data INE Portugal.
(2) Local fabrication and imports. Data Tabaqueira and INE Portugal.
(3) Local fabrication. Data Tabaqueira

2500085285

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SPAIN (MONOPOLY'S AREA)

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	63,490.0	70,397.0	70,367.0	64,230.0	68,705.6
OF WHICH LOCAL MANUFACTURE:	60,492.0	66,963.7	67,570.6	63,471.0	67,957.6
IMPORTED FROM 1) U.S.A.	2,725.6	3,097.4	2,507.8	495.1	517.1
2) U.K.	234.1	267.5	219.5	200.1	171.8
3) GERMANY	22.2	43.9	42.9	33.6	35.2
4) OTHERS	16.1	24.5	26.2	30.2	23.9
POPULATION TOTAL (MILLIONS)	35.4	35.6	35.8	36.1	36.3
PER CAPITA CONSUMPTION	1795	1977	1963	1780	1891
POPULATION OVER 15 YR OF AGE (MILLIONS)	25.6	25.9	26.2	26.4	26.7
PER CAPITA OVER 15 YRS	2481	2719	2689	2429	2572
SMOKER INCIDENCE					
% OF TOTAL POPULATION	38.2	38.2	38.2	38.8	39.6
% OF FEMALE POPULATION	19.3	19.3	19.3	21.2	25.6
% OF MALE POPULATION	58.2	58.2	58.2	57.7	54.7
COMPANY SHARES					
1) TABACALERA, S.A. (T.S.A.)	63.7	63.2	68.8	71.8	72.4
2) PHILIP MORRIS (P.M.)	7.4	7.8	9.3	8.8	9.1
3) R.J. REYNOLDS (R.J.R.)	3.7	4.6	4.6	4.6	6.8
4) C.I.T.A. (C.I.T.A.)	11.4	11.5	10.0	7.1	5.1
5) TABACANARIA (T.B.C.)	---	---	10.0	6.6	4.9
6) B.A.T. (B.A.T.)	0.3	0.4	0.4	0.3	0.8
7) OTHERS	13.5	12.5	3.1	0.8	0.9

Prm 4.8
Fortuna 13.2
9.3
17.3
26.6

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(SPAIN)			1978	1979	1980	1981	1982
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) DUCADOS	T.S.A.	T.S.A.	34.1	36.8	39.3	39.7	36.4
2) FORTUNA	T.S.A.	T.S.A./P.M.	10.1	13.2	17.3	22.0	23.6
3) CELTAS	T.S.A.	T.S.A.	14.4	11.5	10.1	10.2	8.7
4) WINSTON	R.J.R.	T.S.A./R.J.R.	2.6	3.0	3.7	4.0	6.1
5) REX	C.I.T.A.	C.I.T.A.	8.1	7.9	7.1	5.0	3.7
6) BONCALO	T.S.A.	T.S.A.			0.2	1.0	2.5
7) NOBEL	T.S.A.	P.M.				1.2	2.4
8) HABANOS	T.S.A.	T.S.A.	4.3	1.3	0.2		1.7
9) SOMBRA	T.S.A.	T.S.A.	2.8	2.6	2.4	1.8	1.6
10) CONDAL	T.B.C.	T.B.C.	0.7	1.6	1.6	1.3	1.3
11) "46"	T.B.C.	T.B.C.	3.1	3.2	3.0	1.9	1.3
12) RECORD	C.I.T.A.	C.I.T.A.	3.0	3.3	2.6	1.8	1.2
13) MARLBORO	P.M.	P.M./T.S.A.	0.5	0.4	0.6	0.6	1.2
14) KAISER	T.B.C.	T.B.C.	1.9	2.3 13.6	2.1 17.9	1.5 22.6	1.2
15) BISONIE	T.S.A.	T.S.A.	0.8	0.6	0.6	0.6	0.5
16) OTHERS			13.6	12.3	9.2	7.4	6.6
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			91.3	92.7	93.3	93.1	94.2
FILTER MENTHOL			0.8	0.7	0.7	0.7	0.6
NON-FILTER			7.9	6.6	6.0	6.2	5.2
PRICE SEGMENTATION % (ACTUAL PRICES)*							
PREMIUM (\$0.98 to \$1.5) (per 20's Pack in US\$)			----	----	2.0	1.0	1.1
HIGH (\$0.85)			4.7	4.8	3.0	4.6	7.5
MEDIUM - HIGH (\$0.42 TO \$0.66)			10.1	14.1	17.8	23.7	27.2
MEDIUM (\$0.29 TO \$0.39)			8.4	5.8	5.2	5.5	7.4
MEDIUM - LOW (\$0.25)			61.7	63.3	61.9	54.4	48.0
LOW (\$0.14 TO \$0.21)			15.1	11.9	10.1	10.7	8.8

* Change: 1 US \$ = 128 Pts.

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(SPAIN)	1978	1979	1980	1981	1982
TAR & NICOTINE SEGMENTATION %					
LOW 1. mg. NICOTINE 16 mg. TAR	0.9	1.9	1.8	3.4	6.0
HIGH/FULL FLAVOR 1 mg. NICOTINE, 16 mg. TAR	91.9	98.1	98.2	96.6	94.0
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	17.2	20.7	24.9	31.1	37.1
VIRGINIA	0.4	0.3	0.3	0.3	0.2
BLACK	82.3	78.7	74.5	68.4	62.6
OTHER (EUROPEAN BLEND)	0.1	0.3	0.3	0.2	0.1
LENGTH SEGMENTATION %					
70 MM AND SHORTER	6.4	5.4	4.7	4.9	4.2
80 MM TO 85 MM	92.6	93.2	93.9	93.9	94.6
95 MM TO 99 MM	0.1	0.2	0.4	0.4	0.4
100 MM	0.9	1.2	1.0	0.8	0.8
PACK COUNT SEGMENTATION %					
11 to 15 CIGTS/PACK	0.1	0.1	0.1	0.1	0.1
16 TO 19 CIGTS/PACK	0.1	0.1	0.1	0.1	0.1
20 CIGTS/PACK	99.9	99.9	99.9	99.9	99.9
OVER 30 CIGTS/PACK	0.1	0.1	0.1	0.1	0.1
PACK TYPE SEGMENTATION %					
SOFT PACK	93.3.	92.1	91.7	91.0	87.9
FLIP TOP BOX	6.6	7.7	7.9	8.6	11.7
PRINCESS PACK	0.1	0.2	0.4	0.4	0.4
OTHER (CAN CIGARETTES)	0.1	0.1	0.1	0.1	0.1

8825800052

(SPAIN)	1978	1979	1980	1981	1982
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	2	2	2	2	2
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	2	2	2	2	2
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO (3)
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
(1) Only for new entries					
(2) Only for LTN brands					
(3) From April 15th. 1983 onwards					
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	856.6	891.6	903.8	915.7	888.9
PIPE TOBACCO (THOUSAND KILOS)	108.3	129.7	147.8	140.8	128.0
ROLL YOUR OWN (THOUSAND KILOS)	686.2	624.7	659.8	587.6	511.6

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LATIN AMERICA

VI. LATIN AMERICA

ARGENTINA
BOLIVIA
BRAZIL
CHILE
COLOMBIA
COSTA RICA
DOMINICAN REPUBLIC
ECUADOR
EL SALVADOR
GUATEMALA
MEXICO
PANAMA
PUERTO RICO
URUGUAY
VENEZUELA

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ARGENTINA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	36.5	38.2	39.2	35.7	32.8
OF WHICH LOCAL MANUFACTURE:	36.5	38.2	38.8	35.3	32.8
IMPORTED FROM 1) PHILIP MORRIS		0.1	0.2	0.3	
2) B.A.T.			0.2	0.1	
POPULATION TOTAL (MILLIONS)	26.9	27.4	27.9	28.4	28.9
PER CAPITA CONSUMPTION	1,357	1,394	1,405	1,257	1,135
POPULATION OVER 15 YR OF AGE (MILLIONS)	18.7	19.1	19.4	19.8	20.1
PER CAPITA OVER 15 YRS	1,952	2,000	2,021	1,803	1,632
SMOKER INCIDENCE					
% OF TOTAL POPULATION	34	39	37	38	37
% OF FEMALE POPULATION	47	47	46	48	49
% OF MALE POPULATION	22	25	28	29	27
COMPANY SHARES					
1) NOBLEZA-PICCARDO (BAT)	61.2	61.6	57.9	56.8	57.7
2) MASSALIN PARTICULARES (PM) (REEMTSMA)	38.8	38.4	42.1	43.2	42.3

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(ARGENTINA)			1978	1979	1980	1981	1982	
BRAND FAMILY SHARES %								
	TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER						
1) JOCKEY CLUB	BAT	NOB-PICC	38.5	36.5	37.3	34.8	34.1 -	
2) 43/70	BAT	NOB-PICC	9.7	10.1	10.1	11.5	11.6	
3) CHESTERFIELD	PMI	MASS-PART				4.2	9.1	
4) COLORADO	PMI	MASS-PART	10.7	9.6	8.6	7.1	7.4	
5) L & M	PMI	MASS-PART	5.4	5.5	5.5	6.2	5.5	
6) PARTICULARES	MTP ART.	MASS-PART	8.1	7.0	6.7	4.6	4.3	
7) MARLBORO	PMI	MASS-PART	1.1	3.3	6.9	6.7	4.1	
8) IMPARCIALES	MTIMPAR.	MASS-PART	4.2	4.3	4.1	3.5	3.7	
9) PARISIENNES	SEITA FRANC.	NOB-PICC	1.9	2.1	2.1	2.4	2.8	
10) COLT	BAT	NOB-NICC	2.3	2.9	2.9	3.0	2.8	
11) PARLIAMENT	PMI	MASS-PART	5.7	4.8	3.9	3.2	2.4	
12) CAMEL	R.J. REYNOLDS	NOB-PICC	---	---	---	0.7	2.0	
13) LE MANS	MTIMPARC.	NOB-PICC	3.3	3.2	2.0	1.7	1.6	
14) DORADOS	PMI	MASS-PART	---	---	0.9	1.9	1.4	
15) PALL MALL	BAT	NOB-PICC	1.4	1.2	1.2	1.2	1.1	
16) OTHERS			7.7	9.5	7.8	7.3	6.1	
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			99.1	99.3	99.4	99.7	99.9	
FILTER MENTHOL			0.1	0.1	0.1	0.1	0.1	
NON-FILTER			0.8	0.6	0.5	0.2		
PRICE SEGMENTATION %								
PREMIUM	US\$ 0.89 plus		1.5	1.4	1.3	0.9	0.7	
HIGH	US\$ 0.85 to 0.88		3.6	3.0	2.2	1.9	1.5	
MEDIUM	US\$ 0.66 to 0.84		8.4	10.3	14.0	13.8	11.5	
LOW	US\$ 0.55 to 0.65		66.9	65.1	63.8	63.2	67.4	
ECONOMY	US\$ - 0.54		19.6	20.2	18.7	20.2	18.9	
TAR & NICOTINE SEGMENTATION %								
		NICOTINE	TAR					
LOW	"	"	-0.7 -11.0	0.4	2.2	2.1	2.1	1.7
MEDIUM	"	"	0.71-0.90 11.1-16	4.2	7.6	8.5	8.4	9.1
HIGH/FULL FLAVOR	"	"	+0.91 +16.1	95.4	91.2	89.4	89.5	89.2

(ARGENTINA)	1978	1979	1980	1981	1982
TOBACCO TYPE SEGMENTATION %					
BLOND:	74.0	74.7	75.6	75.2	75.4
MIXED	16.4	17.1	17.5	19.4	19.6
BLACK	9.6	8.2	6.9	5.4	5.0
LENGTH SEGMENTATION %					
70 MM AND SHORTER	0.8	0.6	0.5	0.2	0.7
80 MM TO 85 MM	73.2	74.9	75.6	76.1	75.9
100 MM	25.4	23.8	23.3	23.2	24.0
OVER 100 MM	0.6	0.7	0.6	0.5	0.4
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	---	0.5	0.7	0.9	5.2
20 CIGTS/PACK	100	99.5	99.3	99.1	94.8
PACK TYPE SEGMENTATION %					
SOFT PACK	100	99.4	97.6	97.6	97.9
FLIP TOP BOX	---	0.6	2.4	2.4	2.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

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(ARGENTINA)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
ROLL YOUR OWN (THOUSAND KILOS)	N.A.	N.A.	1.894	2.360	N.A.

2500085295

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BOLIVIA

	1978	1979	1980	1981	1982		
TOTAL CIGARETTE CONSUMPTION (BILLIONS) OF WHICH LOCAL MANUFACTURE	1.3	1.3	1.3	1.2	0.6		
POPULATION TOTAL (MILLIONS)	5.1	5.3	5.4	5.6	5.7		
PER CAPITA CONSUMPTION	255	245	241	214	105		
POPULATION OVER 15 YR OF AGE (MILLIONS)	3.0	3.1	3.2	3.3	3.3		
PER CAPITA OVER 15 YRS	433	419	406	364	182		
COMPANY SHARES							
1) COMPANIA INDUSTRIAL DE TABACOS	76.5	76.5	80.5	76.2	75.6		
2) BOLIVIA AMERICAN TOBACCO	23.5	23.5	19.5	23.8	24.4		
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1) L & M		CITSA	39.7	42.2	47.4	53.2	38.4
2) ASTORIA		CITSA	23.9	22.3	20.8	18.8	23.8
3) CASINO		CITSA	1.0	1.3	1.6	1.8	11.5
4) COLORADO		BATCO	15.4	15.7	12.5	9.7	6.7
5) DERBY		CITSA	8.1	6.8	6.2	4.2	6.4
6) CAMBA		CITSA	2.7	3.3	3.9	3.2	4.5
7) BIG BEN		BATCO	2.0	3.0	3.3	2.9	3.4
8) MARLBORO		BATCO	1.2	1.9	2.4	4.1	2.4
9) OTHERS			6.0	3.5	1.9	2.1	2.9

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(BOLIVIA)	1978	1979	1980	1981	1982
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)	75.0	76.8	78.5	80.5	75.6
FILTER MENTHOL	0.1	0.1	---	---	---
NON-FILTER	24.9	23.1	21.5	19.5	24.4
PRICE SEGMENTATION %					
PREMIUM	1.2	1.9	2.4	4.1	2.4
HIGH	39.7	42.2	47.4	53.2	38.4
MEDIUM	17.1	15.7	16.3	13.1	10.7
LOW	42.0	40.2	33.9	29.6	48.5
TAR & NICOTINE SEGMENTATION %					
HIGH/FULL FLAVOR	100.00	100.00	100.00	100.00	100.00
TOBACCO TYPE SEGMENTATION %					
BLOND	72.1	73.1	73.7	76.2	60.1
BLACK	27.9	26.9	26.3	23.8	39.9
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	0.3	0.1	0.1	0.1	0.3
20 CIGTS/PACK	99.7	99.9	99.9	99.9	99.7
PACK TYPE SEGMENTATION %					
SOFT PACK	100.00	100.00	100.00	100.00	100.00
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

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(BOLIVIA)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	YES	YES	YES
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2500085298

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BRAZIL

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)					
OF WHICH LOCAL MANUFACTURE:	136.5	136.9	142.3	134.4	131.7
POPULATION TOTAL (MILLIONS)	112.9	115.7	119.1	122.1	125.3
PER CAPITA CONSUMPTION	1209	1183	1195	1101	1051
POPULATION OVER 15 YR OF AGE (MILLIONS)	69.8	71.9	74.1	76.2	78.3
PER CAPITA OVER 15 YRS	1956	1904	1920	1764	1681
SMOKER INCIDENCE					
% OF TOTAL POPULATION	42.0	40.0	40.0	37.4	37.0
% OF FEMALE POPULATION	31.0	30.0	30.0	27.9	27.6
% OF MALE POPULATION	55.0	52.0	51.0	47.6	47.1
COMPANY SHARES					
1) P.M.	6.4	7.4	7.7	8.3	8.2
2) B.A.T.	83.9	82.7	82.7	80.4	80.8
3) R.J.R.	8.7	8.8	8.2	9.3	8.9
OTHERS	1.0	1.1	1.4	2.0	2.1

66Z980009Z

(BRAZIL)			1978	1979	1980	1981	1982
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) HOLLYWOOD	C.C.S.C.	B.A.T.	22.6	25.0	29.5	28.5	28.8
2) ARIZONA	C.C.S.C.	B.A.T.	16.4	17.6	16.9	16.1	13.1
3) CONTINENTAL	C.C.S.C.	B.A.T.	16.8	15.8	15.2	14.1	12.7
4) MINISTER	C.C.S.C.	B.A.T.	17.5	14.2	10.5	10.2	8.7
5) PLAZA	C.C.S.C.	B.A.T.	---	---	---	0.4	6.3
6) RIVER	R.J.R.	R.J.R.	1.0	2.1	2.4	3.3	3.6
7) CARLTON	B.A.T.	B.A.T.	2.3	2.6	3.1	4.0	3.4
8) MONTEREY	P.M.B.	P.M.	2.1	2.6	2.9	3.2	2.4
9) GALAXY	P.M.I.	P.M.	0.8	1.4	1.9	2.3	2.3
10) VILA RICA	R.J.R.	R.J.R.	1.9	2.0	2.2	2.3	1.5
11) CASINO	C.C.S.C.	B.A.T.	---	---	---	---	1.5
12) ELMO	C.C.S.C.	B.A.T.	0.4	0.5	0.3	0.4	1.2
13) CHARM	C.C.S.C.	B.A.T.	1.3	1.7	1.7	1.6	1.1
14) MUSTANG	R.J.R.	R.J.R.	0.2	0.5	0.8	0.8	1.1
15) LS	R.J.R.	R.J.R.	1.2	1.3	1.1	1.2	1.1
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			93.3	95.3	96.3	96.5	95.7
FILTER MENTHOL			0.1	0.2	0.2	0.2	0.1
NON-FILTER			6.6	4.5	3.5	3.3	4.2
PRICE SEGMENTATION %							
PREMIUM (0.71 TO 0.85)			6.6	7.3	7.8	8.5	6.7
HIGH (0.53 TO 0.63)			62.6	61.5	62.2	60.5	59.5
MEDIUM (0.43 TO 0.49)			25.1	27.2	26.4	27.1	27.6
LOW (0.27 TO 0.39)			5.7	4.1	3.6	4.0	6.2

US\$ 1.00 = Cr\$ 396,03

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(BRAZIL)	1978	1979	1980	1981	1982
TAR & NICOTINE SEGMENTATION %					
ULTRA LOW (0 - 6 mg.)				0.1	0.3
LOW (6 - 10 mg.)	0.8	1.5	3.1	4.3	4.9
MEDIUM (10 - 15 mg.)	---	1.2	6.0	8.4	7.8
HIGH/FULL FLAVOR (15 mg and over)	99.2	97.3	90.9	87.2	87.0
TOBACCO TYPE SEGMENTATION %					
BLOND	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %					
70 MM AND SHORTER	4.9	3.1	2.3	1.9	1.6
80 mm to 85 MM	88.9	90.3	91.1	91.0	90.8
95 MM TO 99 MM	0.1	---	---	---	---
100 MM	6.0	6.5	6.1	6.5	7.0
OVER 100 MM	0.1	0.1	0.1	---	---
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %					
SOFT PACK	92.3	93.3	93.8	92.9	94.4
FLIP TOP BOX	7.6	6.6	6.1	7.0	5.5
PRINCESS PACK	0.1	0.1	0.1	0.1	0.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	3	3	3
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	3	3	3
I) SAMPLING	1	1	1	1	1

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(BRAZIL)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	N.A.	N.A.	N.A.	N.A.	94.2
PIPE TOBACCO (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	332.4
ROLL YOUR OWN (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	15.870.1

2500085302

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CHILE

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION					
OF WHICH LOCAL MANUFACTURE: (BILLIONS)	9.4	9.7	10.0	10.4	9.7
IMPORTED FROM 1) Philip Morris	Approximately 1.0%	Imported	per year.		
2) B.A.T.	"	"	"	"	"
POPULATION TOTAL (MILLIONS)	10.9	11.1	11.2	11.3	11.5
PER CAPITA CONSUMPTION	876	962	990	900	855
POPULATION OVER 15 YR OF AGE (MILLIONS)	----	----	75%	----	----
SMOKER INCIDENCE					
% OF TOTAL POPULATION	----	----	----	59%	----
% OF FEMALE POPULATION	----	----	----	32%	----
% OF MALE POPULATION	----	----	----	27%	----
COMPANY SHARES					
1) PHILIP MORRIS (TABINSA/I.T.M.)	----	----	2.1%	6.2%	5.5%(to Aug.)
2) B.A.T. (C.C.T.)	99%	98%	97.9%	93.8%	94.5 - 99%
BRAND FAMILY SHARES %					
BRAND NAME	TRADEMARK	OWNERSHIP	MANUFACTURER		
1) MARLBORO	P.M.	TABINSA/I.T.M.	----	1.7%	2.1%
2) CHESTERFIELD	P.M.	TABINSA/I.T.M.	----	.5%	.4%
3) EVE	P.M.	TABINSA/I.T.M.	----	.4%	.4%
4) MARK TEN	P.M.	TABINSA/I.T.M.	----	----	----
5) MONTEREY	P.M.	TABINSA/I.T.M.	----	----	1.0%
6) BOND	P.M.	TABINSA/I.T.M.	----	2.0%	3.2%
7) HILTON	B.A.T.	C.C.T.	----	10.6%	9.1%
8) KENT	B.A.T.	C.C.T.	----	5.4%	5.9%
9) DERBY	B.A.T.	C.C.T.	----	12.0%	11.8%
10) VICEROY	B.A.T.	C.C.T.	----	10.0%	15.4%
11) BELMONT	B.A.T.	C.C.T.	----	13.0%	12.0%

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(CHILE)	1978	1979	1980	1981	1982
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)	91.4%	92.6%	94.0%	96.0%	96.7%
FILTER MENTHOL				1.0%	1.3%
NON-FILTER	8.6%	7.7%	6.0%	3.0%	2.0%
PRICE SEGMENTATION %					
PREMIUM (IMPORTED CIGS.)					
HIGH	N.A.	\$.70- 2.1%	\$.80- 2.0%	\$.95- 1.3%	N.A.
MEDIUM	N.A.	\$.57-24.0%	\$.70-26.0%	\$.85-28.6%	N.A.
LOW	N.A.	\$.38-34.0%	\$.50-27.0%	\$.75-30.5%	N.A.
ECONOMY	N.A.	\$.25-40.0%	\$.40-42.0%	\$.55-39.7%	N.A.
TOBACCO TYPE SEGMENTATION %					
BLOND: VIRGINIA	----	----	98%	97%	----
PACK TYPE SEGMENTATION %					
SOFT PACK	----	----	97%	96.4%	----
FLIP TOP BOX	----	----	----	3.6%	----
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	3	3	3
B) RADIO	1	1	1	3	3
C) NEWSPAPERS	1	1	1	3	3
D) MAGAZINES	1	1	1	3	3
G) BILLBOARDS	1	1	1	3	3
H) CINEMA	1	1	1	3	3
I) SAMPLING	1	1	1	3	3

2500085304

(CHILE)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	N.A.	N.A.	N.A.	YES	YES
B) CARTONS	N.A.	N.A.	N.A.	YES	YES
C) ADVERTISING	N.A.	N.A.	N.A.	YES	YES
SPECIFIC T&N NUMBERS ON:					
A) PACKS	N.A.	N.A.	N.A.	NO	NO
B) CARTONS	N.A.	N.A.	N.A.	NO	NO
C) ADVERTISING	N.A.	N.A.	N.A.	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	N.A.	N.A.	N.A.	NO	NO
B) CARTONS	N.A.	N.A.	N.A.	NO	NO
C) ADVERTISING	N.A.	N.A.	N.A.	NO	NO

2500085305

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: COLOMBIA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	---	20,880	21,284	21,015	19,645
OF WHICH LOCAL MANUFACTURE:	---	19,440	19,380	19,785	18,495
IMPORTED FROM: 1) U.S.A.	---	1,440	1,884	1,076	856
2) ECUADOR	---	---	20	154	294
POPULATION TOTAL (MILLIONS)	---	26.5	27.3	28.1	28.9
PER CAPITA CONSUMPTION	---	788	780	748	680
POPULATION OVER 15 YR OF AGE (MILLIONS)	---	13.3	14.2	15.2	16.3
PER CAPITA OVER 15 YRS	---	0.63	0.67	0.72	0.56
COMPANY SHARES					
1) CIA. COLOMBIANA DE TOBACO (COL)	---	77.1	72.5	72.4	69.0
2) PROTABACO S.A. (PRO)	---	10.9	14.4	18.0	21.6
3) LA NACIONAL DE CIGARRILLOS (NAL)	---	5.1	4.1	3.8	3.8
4) PHILIP MORRIS (PM)	---	0.7	5.0	4.4	4.0
5) OTHER IMPORTS	---	6.2	4.0	1.4	1.6

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(COLOMBIA)

1978

1979

1980

1981

1982

BRAND SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1)PIELROJA REG	COL	COL	---	42.1	40.0	38.1	31.7
2)IMPERIAL F	COL	COL	---	18.4	17.2	18.7	16.4
3)HIDALGOS F	COL	COL	---	8.1	5.6	6.0	4.3
4)KENT	B AND W	B.A.T.	---	3.4	2.4	0.9	0.9
5)NACIONAL F&NF	NAL	NAL	---	3.6	2.5	2.7	3.9
6)ROYAL	COL	COL	---	1.9	3.8	2.9	2.3
7)MARLBORO	PM	PM	---	0.7	4.5	3.6	2.7
8)MUSTANG F	PRO	PRO	---	0.1	0.2	1.5	4.3
9)MONTECARLO F	PRO	PRO	---	---	---	---	0.4
10)COMMANDER F	PM	PM	---	---	---	0.7	1.5
11)PRESIDENT F	PRO	PRO	---	10.3	13.8	16.2	25.3
12)PIELROJA FIL	COL	COL	---	5.2	3.9	4.3	3.9
13)OTHER LOCAL			---	3.3	4.0	3.8	1.7
14)OTHER IMPORTS			---	2.9	2.1	0.6	0.7

MARKET SEGMENTATION%

FILTER (NON-MENTHOL)	---	55.9	59.1	60.4	61.7
FILTER MENTHOL	---	---	---	---	---
NON-FILTER	---	44.1	40.9	39.6	38.3

PRICE SEGMENTATION

PREMIUM (USO 0.76 AND UP)	---	6.9	8.9	5.1	4.3
HIGH (USO 0.53 TO 0.69)	---	1.9	3.9	4.2	4.2
MEDIUM (USO 0.39 TO 0.49)	---	18.5	17.5	20.4	22.6
LOW (USO 0.33 TO 0.37)	---	28.6	27.9	30.7	36.2
ECONOMY (USO 0.25 TO 0.30)	---	44.1	41.8	39.6	32.7

TAR & NICOTINE SEGMENTATION%

LOW (BELOW 15MG)	---	0.00	0.00	0.6	0.5
HIGH/FULL FLAVOR (ABOVE 15MG)	---	99.9	99.9	99.4	99.5

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(COLOMBIA)	1978	1979	1980	1981	1982
TOBACCO TYPE SEGMENTATION %					
BLOND: (LOCAL)	---	20.6	21.4	23.8	21.1
IMPORTED	---	6.9	8.9	5.9	5.9
MIXED	---	11.5	15.9	17.7	32.1
BLACK	---	61.0	53.8	52.6	40.9
LENGTH SEGMENTATION %					
70 MM AND SHORTER	---	44.1	41.0	39.8	32.7
80 MM TO 85 MM	---	55.9	59.0	60.2	67.3
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	---	0.1	0.3	0.3	0.5
16 TO 19 CIGTS/PACK	---	44.1	40.9	39.6	38.3
20 CIGTS/PACK	---	55.8	55.8	60.1	61.2
PACK TYPE SEGMENTATION %					
SOFT PACK	---	91.5	90.3	91.7	91.8
FLIP TOP BOX	---	8.5	9.7	8.3	8.2

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(COLOMBIA)

1978

1979

1980

1981

1982

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	3	3	3	3	3
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2500085309

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: COSTA RICA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.4	2.4	2.4	2.1	2.2
POPULATION TOTAL (MILLIONS)	2.1	2.2	2.2	2.9	2.3
PER CAPITA CONSUMPTION	1126	1099	1074	918	939
POPULATION OVER 15 YR OF AGE (MILLIONS)	1.3	1.4	1.4	1.5	1.5
PER CAPITA OVER 15 YRS	1794	1767	1699	1442	1469
SMOKER INCIDENCE					
% OF TOTAL POPULATION	---	28.3	17.9	25.3	25.0
% OF FEMALE POPULATION	---	17.8	34.6	25.5	16.7
% OF MALE POPULATION	---	82.2	65.4	74.5	83.3
COMPANY SHARES					
1) TABACALERA COSTARRICENSE, S.A.	27.6	27.1	26.4	28.4	26.4
2) REPUBLIC TOBACCO CO.	72.4	72.9	73.6	71.6	73.6

(COSTA RICA)

1978

1979

1980

1981

1982

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) DELTA		R.T. CO.	48.3	50.0	47.4	43.2	43.8
2) TICOS FILTRO		R.T. CO.	---	---	5.7	11.0	12.2
3) DERBY		R.T. CO.	9.1	10.4	9.3	11.0	12.0
4) CAPRI		R.T. CO.	9.8	9.4	8.7	7.0	5.8
5) REX		R.T. CO.	4.8	4.9	3.9	3.5	3.6
6) ROYAL		R.T. CO.	---	---	1.4	3.7	2.9
7) MONTEREY		R.T. CO.	---	1.8	4.0	3.3	2.6
8) TICOS		R.T. CO.	3.6	3.4	2.8	2.2	1.9
9) MARLBORO		T.C.S.A.	0.6	1.0	0.9	1.0	1.6
10) FORTUNA		T.C.S.A.	4.4	3.8	3.5	2.3	1.6
11) SAVOY		T.C.S.A.	4.2	3.6	2.7	1.9	1.5
12) RECORD		R.T. CO.	3.4	3.0	2.7	1.9	1.5
13) BELMONT		R.T. CO.	0.3	0.2	0.5	1.2	1.4
14) WINDSOR		R.T. CO.	---	---	---	---	1.3
15) LEON		T.C.S.A.	3.4	2.6	2.2	1.7	1.2
OTHERS			8.1	5.9	4.3	5.1	5.1

MARKET SEGMENTATION%

FILTER (NON-MENTHOL)	91.0	92.2	93.4	94.8	95.8
FILTER MENTHOL	1.4	1.3	1.2	1.1	1.0
NON-FILTER	7.6	6.5	5.4	4.1	3.2

PRICE SEGMENTATION %

HIGH	9.3	9.4	7.7	7.1	7.7
MEDIUM	22.2	21.7	19.1	18.9	19.9
MIDDLE	61.0	62.5	68.0	69.9	69.2
LOW	7.5	6.4	5.2	4.1	3.2

11ES8000S2

(COSTA RICA)

	1978	1979	1980	1981	1982
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	---	---	---	---	---
VIRGINIA	3.9	3.8	3.1	2.9	3.7
MIXED	---	---	---	---	---
BLACK	---	---	---	---	---
ORIENTAL	---	---	---	---	---
OTHER(PLS SPECIFY)	96.1	96.2	96.9	97.1	96.3
LENGTH SEGMENTATION %					
70 MM AND SHORTER	7.6	6.5	5.4	4.1	3.2
71 MM TO 79 MM	---	---	---	---	---
80 MM TO 85 MM	92.3	93.3	94.3	95.9	96.8
86 MM TO 94 MM	---	---	---	---	---
95 MM TO 99 MM	---	---	---	---	---
100 MM	0.1	0.2	0.3	---	---
OVER 100 MM	---	---	---	---	---
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %					
SOFT PACK	88.3	84.3	83.7	83.0	79.7
FLIP TOP BOX	11.7	15.7	16.3	17.0	20.3
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	---	---	3	3	3
B) RADIO	---	---	3	3	3
C) NEWSPAPERS	---	---	3	3	3
D) MAGAZINES	---	---	---	---	---
E) COUPONS	---	---	---	---	---
F) POINT OF SALE	---	---	---	---	---
G) BILLBOARDS	---	---	---	---	---
H) CINEMA	---	---	3	3	---
I) SAMPLING	---	---	---	---	---

(COSTA RICA)

1978

1979

1980

1981

1981

HEALTH WARNING & T&N LISTINGS
ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES
NO
YES

YES
NO
YES

YES
NO
YES

YES
NO
YES

YES
NO
YES

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO
NO
NO

NO
NO
NO

NO
NO
NO

NO
NO
NO

NO
NO
NO

TAR BAND PRINTED ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO
NO
NO

NO
NO
NO

NO
NO
NO

NO
NO
NO

NO
NO
NO

2500085313

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: DOMINICAN REPUBLIC

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3,217.7	3,261.3	3,388.0	3,431.5	3,463.7
POPULATION TOTAL (MILLIONS)	5.1	5.3	5.4	5.6	5.7
PER CAPITA CONSUMPTION	631	615	627	613	608
POPULATION OVER 15 YR OF AGE (MILLIONS)	2.7	2.8	2.8	2.9	2.9
PER CAPITA OVER 15 YRS	1,192	1,165	1,210	1,183	1,194
SMOKER INCIDENCE					
% OF TOTAL POPULATION	21.6	20.8	21.1	21.0	21.3
% OF FEMALE POPULATION	21.3	20.3	20.6	20.4	20.6
% OF MALE POPULATION	21.9	21.3	21.6	21.16	22.0
COMPANY SHARES					
1) COMPANIA ANONIMA TABACALERA	69.8	62.5	55.6	50.5	48.1
2) E. LEON JIMENES, C. POR A. (P.M.)	30.2	37.5	44.4	49.5	51.9
BRAND FAMILY SHARES %					
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER			
1) MONTECARLO	C.A.T.	C.A.T.	38.5	36.8	29.6
2) MARLBORO	P.M.	E.L.J.	15.1	18.7	22.1
3) CREMAS	C.A.T.	C.A.T.	16.1	12.9	12.2
4) CASINO	C.A.T.	C.A.T.	13.9	11.8	10.0
5) NACIONAL	E.L.J.	E.L.J.	7.1	9.8	12.9
				14.6	29.6
				26.0	31.5
				10.7	10.0
				8.5	6.8
				14.6	14.8

2500085314

(DOMINICAN REPUBLIC)			1978	1979	1980	1981	1982
MARKET SEGMENTATION			%	%	%	%	%
FILTER (NON-MENTHOL)			81.5	83.9	84.2	86.1	86.5
FILTER MENTHOL			2.0	2.1	2.2	2.4	2.5
NON-FILTER			16.5	14.0	13.6	11.5	11.0
PRICE SEGMENTATION							
HIGH	US\$0.90	12/82	55.0	57.4	54.8	56.8	62.7
MEDIUM	0.70	12/82	8.5	11.1	15.5	17.8	14.8
LOW	0.40	12/82	36.5	31.5	29.7	25.4	22.5
TAR & NICOTINE SEGMENTATION							
LOW						0.5	2.5
HIGH/FULL FLAVOR			100.0	100.0	100.0	99.5	97.5
TOBACCO TYPE SEGMENTATION							
BLOND (AMERICAN)			63.5	68.5	70.3	74.6	77.5
BLACK			36.5	31.5	29.7	25.4	22.5
LENGTH SEGMENTATION							
70 MM AND SHORTER			0.8	0.5	0.3	0.3	0.2
80 MM TO 85 MM			99.2	99.5	99.7	99.7	99.8
PACK COUNT SEGMENTATION							
UP TO 10 CIGTS/PACK			62.8	65.6	68.8	70.4	72.4
20 CIGTS/PACK			37.2	34.4	31.2	29.6	27.1
PACK TYPE SEGMENTATION							
SOFT PACK			93.0	92.0	91.3	89.2	88.5
FLIP TOP BOX			7.0	8.0	8.7	10.8	11.5

51ES8000SZ

(DOMINICAN REPUBLIC)

1978

1979

1980

1981

1982

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2500085316

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ECUADOR

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3889.3	4017.1	3739.6	4032.2	4599.5
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	100%
POPULATION TOTAL (MILLIONS)	7.81	8.08	8.35	8.64	8,90
PER CAPITA CONSUMPTION	498	497	447	466	517
POPULATION OVER 15 YR OF AGE (MILLIONS)	4.24	4.39	4.54	4.69	4.83
PER CAPITA OVER 15 YRS	917	915	824	860	952
SMOKER INCIDENCE					
% OF TOTAL POPULATION	---	---	31.6	---	---
% OF FEMALE POPULATION	---	---	21.9	---	---
% OF MALE POPULATION	---	---	48.6	---	---
COMPANY SHARES					
1) PROESA <i>pm</i>	74.6%	76.4	77.1	78.5	77.6
2) EL PROGRESO <i>PR</i>	25.4%	23.6	22.9	21.5	22.4

*DATA: CENTRAL BANK

**MARKET PROFILE RESEARCH - PRONOS: Oct. 1980

2500085317

(ECUADOR)	1978	1979	1980	1981	1982
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BRAND FAMILY SHARES %

TRADEMARK		
BRAND NAME	OWNERSHIP	MANUFACTURER
1) LARK	FTR	TANASA
2) MARLBORO	PM	TANASA
3) FULL SPEED	EL PROG.	EL PROGRESO
4) KING	EL PROG.	EL PROGRESO
5) DORAL	EL PROG.	EL PROGRESO
6) BARONET	TAN	TANASA
7) SALEM	RJR	EL PROGRESO
8) CHESTERFIELD	FTR	TANASA
9) MONTEREY	TAN	TABEA
10) FORTUNA	TAN	TANASA
11) CAMEL	RJR	EL PROGRESO
12) WINSTON	RJR	EL PROGRESO

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	REGULAR	28.7	25.7	25.4	23.2	25.1
FILTER MENTHOL		6.1	4.9	3.6	3.6	2.9
NON-FILTER		18.3	16.9	17.8	16.9	15.6
FILTER CHARCOAL		46.9	52.5	53.2	56.3	56.4

PRICE SEGMENTATION %OFFICIAL RATE FREE RATE

PREMIUM	0.75	0.36	79.1	79.9	77.5	77.6	76.2
HIGH	0.60	0.29	1.0	1.8	2.9	3.0	5.6
MEDIUM	0.48	0.23	3.9	3.9	3.9	4.5	4.4
LOW	0.42	0.20	3.1	2.6	2.4	2.2	1.6
ECONOMY	0.27	0.13	12.9	11.8	13.3	12.7	12.2

OFFICIAL RATE 33,30

FREE RATE 70,00

TAR & NICOTINE SEGMENTATION %

MEDIUM	"	"					6.2
HIGH/FULL FLAVOR	"	"	100.0	100.0	100.0	100.0	93.8

TOBACCO TYPE SEGMENTATION %

BLOND: AMERICAN	87.1	88.2	86.7	87.3	87.8
BLACK	12.9	11.8	13.3	12.7	12.2

(ECUADOR)	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
70 MM AND SHORTER	18.3	16.9	17.8	16.9	15.6
80 MM to 85 MM	81.7	83.1	82.2	83.1	84.4
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %					
SOFT PACK	22.1	20.9	21.9	21.5	20.0
FLIP TOP BOX	77.9	79.1	78.1	78.5	80.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	3	3	3	3	3
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	3	3	3	3	3
I) SAMPLING	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES

2500085319

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: EL SALVADOR

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	2509.3	2569.2	2468.2	2320.0	2271.8
OF WHICH LOCAL MANUFACTURE:	455.1	417.1	352.3	333.9	356.2
IMPORTED FROM: 1) TACASA	---	---	---	---	---
POPULATION TOTAL (MILLIONS)	4.6	4.7	4.8	4.9	5.0
PER CAPITA CONSUMPTION	545	547	514	473	454
POPULATION OVER 15 YR OF AGE (MILLIONS)	2.3	2.4	2.4	2.5	2.5
PER CAPITA OVER 15 YRS	1091	1070	1028	929	908
SMOKER INCIDENCE					
% OF TOTAL POPULATION	---	---	---	---	---
% OF FEMALE POPULATION	---	18	18	17	25
% OF MALE POPULATION	---	82	82	83	75
COMPANY SHARES					
1) TABACALERA DE EL SALVADOR, S.A. DE C.V.	18.1	16.3	14.3	14.4	15.7
2) CIGARRERIA MORAZAN, S.A. DE C.V.	81.9	83.7	85.7	85.6	84.3

250085320

(EL SALVADOR)

1978

1979

1980

1981

1982

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) DELTA	B.A.T.	MORAZAN	46.3	50.4	59.9	62.3	57.8
2) CASINO	B.A.T.	MORAZAN	13.3	14.1	9.8	7.0	13.3
3) DIPLOMAT 100'S	P.M.I.	TASASA	0.9	1.7	2.9	5.0	5.2
4) BARONET	P.M.I.	TASASA	6.0	5.3	3.2	2.6	4.1
5) WINDSOR	B.A.T.	MORAZAN	2.1	2.4	3.3	3.7	3.5
6) REX	B.A.T.	MORAZAN	3.7	4.2	3.8	3.5	3.3
7) CARIBE	P.M.I.	TASASA	9.2	7.8	5.7	4.2	2.8
8) MARLBORO	P.M.I.	TASASA	0.5	0.9	1.3	2.0	2.2
9) FIESTA	B.A.T.	MORAZAN	11.3	8.5	5.6	2.9	1.6
10) BILTMOR 100'S	B.A.T.	MORAZAN	0.2	0.2	0.5	2.1	1.4
11) DORADOS	B.A.T.	MORAZAN	---	---	---	0.7	1.4
12) L&M	P.M.I.	TASASA	---	---	---	---	1.1
13) POLAR	B.A.T.	MORAZAN	0.5	0.4	0.4	0.7	0.9
14) VICEROY	B.A.T.	MORAZAN	0.4	0.6	0.6	0.7	0.8
15) EMBAJADORES	B.A.T.	MORAZAN	0.4	0.4	0.4	0.3	0.2
OTHERS			5.2	3.1	2.6	2.3	0.4

MARKET SEGMENTATION%

FILTER (NON-MENTHOL)	97.2	97.8	98.1	98.2	98.3
FILTER MENTHOL	2.4	1.8	1.6	1.5	1.5
NON-FILTER	0.4	0.4	0.3	0.3	0.2

TAR & NICOTINE SEGMENTATION%

HIGH/FULL FLAVOR	100	100	100	100	100
------------------	-----	-----	-----	-----	-----

TOBACCO TYPE SEGMENTATION %

BLOND: AMERICAN	100	100	100	100	100
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1Z8S8000SZ

(EL SALVADOR)

	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
70 MM AND SHORTER	24	18	12	7	5
71 MM TO 79 MM	---	---	---	---	---
80 MM TO 85 MM	75	80	84	86	88
86 MM TO 94 MM	---	---	---	---	---
95 MM TO 99 MM	---	---	---	---	---
100 MM	1	2	4	7	7
OVER 100 MM	---	---	---	---	---
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100	100	100	100	100
PACK TYPE SEGMENTATION %					
SOFT PACK	95.5	97.5	98.4	98.4	98.3
FLIP TOP BOX	0.5	2.5	1.6	1.6	1.7
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

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(EL SALVADOR)

	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

250085323

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GUATEMALA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	2.6	2.5	2.6	2.3	2.2
POPULATION TOTAL (MILLIONS)	6.4	6.6	6.8	7.0	7.2
POPULATION OVER 15 YR OF AGE (MILLIONS)	1.2	1.2	1.3	1.3	1.3
COMPANY SHARES					
1) TACASA (PMI)	47.8	46.1	44.4	44.2	43.7
2) TNSA (BAT)	52.2	53.9	55.6	55.8	56.3

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) RUBIOS	PMI	TACASA	38.6	38.6	38.9	37.7	37.6
2) CASINO	BAT	TNSA	18.9	19.3	19.5	18.7	18.6
3) BELMONT	BAT	TNSA	14.2	15.0	16.1	17.6	15.9
4) RECORD	BAT	TNSA	4.3	4.9	6.1	7.4	7.0
5) PLAZA	BAT	TNSA	7.4	7.1	6.7	5.5	3.8
6) VICTOR			---	---	---	---	4.8
6) MARLBORO	PMI	TACASA	0.8	1.2	1.2	1.7	2.1
7) ALAS	BAT	TNSA	3.0	2.8	2.3	1.7	1.4
8) VICEROY	BAT	TNSA	1.4	1.5	1.3	1.2	1.1
9) CARIBE	PMI	TACASA	2.3	1.8	1.4	1.1	0.8
10) OTHERS			9.1	7.8	6.5	7.4	6.9

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	94.7	94.7	94.5	94.4	94.0
FILTER MENTHOL	2.9	2.6	2.5	2.7	3.1
NON-FILTER	2.4	2.7	3.0	2.9	2.9

2500085324

(GUATEMALA)	1978	1979	1980	1981	1982
PRICE SEGMENTATION %					
PREMIUM (PRICE PER 20'S PACK	0.60	0.65	0.65	0.70	0.75
MEDIUM IN U.S. DOLLARS)	0.40	0.45	0.45	0.50	0.55
LOW	0.30	0.35	0.35	0.40	0.45
ECONOMY	0.25	0.30	0.30	0.35	0.40
TAR & NICOTINE SEGMENTATION %					
LOW	0.6	1.4	1.7	2.9	2.5
HIGH/FULL FLAVOR	99.4	98.6	98.3	97.1	97.5
TOBACCO TYPE SEGMENTATION %					
BLACK	2.2	2.6	2.8	2.8	2.8
LENGTH SEGMENTATION %					
70 MM AND SHORTER	37.7	38.5	39.2	33.1	30.2
80 mm to 85 MM	1.2	1.9	2.4	2.4	2.3
95 MM TO 99 MM	60.8	59.3	58.2	64.2	66.7
OVER 100 MM	0.3	0.3	0.2	0.3	0.8
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100%	100%	100%	100%	100%
PACK TYPE SEGMENTATION %					
SOFT PACK	98.7	98.0	97.5	97.6	97.7
FLIP TOP BOX	1.3	2.0	2.5	2.4	2.3
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

(GUATEMALA)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON:					
A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2500085326

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MEXICO

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	48.4	51.1	52.7	52.5	52.5
OF WHICH LOCAL MANUFACTURE:	100.0	100.0	100.0	100.0	100.0
POPULATION TOTAL (MILLIONS)	----	----	----	71.2	73.0
PER CAPITA CONSUMPTION	----	----	----	739.3	719.2
POPULATION OVER 15 YR OF AGE (MILLIONS)	----	----	----	40.7	40.9
PER CAPITA OVER 15 YRS	----	----	----	1290	1284
SMOKER INCIDENCE					
% OF TOTAL POPULATION	----	----	----	30	30
% OF FEMALE POPULATION	----	----	----	9	9
% OF MALE POPULATION	----	----	----	21	21
COMPANY SHARES					
1) MODERNA BAT	70.5	71.5	72.0	71.9	70.6
2) CIGATAM PM	29.5	28.5	28.0	28.1	29.4

2500085327

(MEXICO)	1978	1979	1980	1981	1982
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BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK	OWNERSHIP	MANUFACTURER					
1) RALEIGH	B.A.T.		MODERNA	22.2	24.4	24.8	26.8	27.9
2) FIESTA	B.A.T.		MODERNA	22.5	24.9	26.2	25.8	24.8
3) MARLBORO	PM		CIGATAM	2.7	4.0	5.1	7.5	9.2
4) BARONET	CIGATAM		CIGATAM	9.9	9.2	8.3	8.3	7.7
5) DELICADOS	CIGATAM		CIGATAM	7.3	6.5	5.8	6.2	6.3
6) DEL PRADO	B.A.T.		MODERNA	6.7	5.9	5.4	4.7	4.2
7) ALAS AZUL	MODERNA		MODERNA	8.3	7.1	4.7	4.3	4.1
8) VICEROY	B.A.T.		MODERNA	1.7	2.1	2.4	3.8	3.5
9) FAROS	CIGATAM		CIGATAM	4.2	3.7	3.2	3.0	3.1
10) ALAS EXTRA	MODERNA		MODERNA	---	---	1.7	1.6	1.5
11) ARGENTINOS	MODERNA		MODERNA	2.3	1.9	1.6	1.4	1.2
12) KENT	B.A.T.		MODERNA	0.8	0.9	1.0	1.0	1.0
13) SPORT SUAVES	B.A.T.		MODERNA	1.4	1.2	1.2	1.0	0.9
14) COMMANDER	PM		CIGATAM	1.1	1.0	1.0	0.9	0.9
15) WINSTON	R.J.R.		CIGATAM	1.0	1.0	0.7	0.6	0.6
16) OTHERS				7.9	6.2	6.9	3.1	3.1

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	74.0	77.3	79.7	81.3	81.9
FILTER MENTHOL	2.6	2.4	2.2	2.0	1.9
NON-FILTER	23.4	20.3	18.1	16.7	16.2

PRICE SEGMENTATION

HIGH	0.20¢ a 0.37¢	31.8	35.4	48.5	42.0	44.8
MEDIUM	0.13¢ a 0.16¢	45.0	44.5	43.6	41.5	39.0
LOW	0.05¢ a 0.07¢	23.2	20.1	17.9	16.5	16.2

1982 PRICE

HIGH	0.20¢ a 0.37¢
MEDIUM	0.13¢ a 0.16¢
LOW	0.05¢ a 0.07¢

(MEXICO)	1978	1979	1980	1981	1982
TAR & NICOTINE SEGMENTATION %					
LOW (9.0 - 12mg. tar)	1.7	2.2	3.2	4.1	3.6
MEDIUM (13.0 - 15mg. tar)	67.8	71.3	73.2	74.4	75.9
HIGH/FULL FLAVOR (15.0 - 20mg. tar)	30.5	26.5	23.6	21.5	20.5
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	29.7	33.7	37.0	40.7	43.6
MIXED	40.3	40.2	39.7	38.1	36.0
BLACK	30.0	26.1	23.3	21.2	20.4
LENGTH SEGMENTATION %					
70 MM AND SHORTER	33.8	33.2	33.1	34.1	34.6
71 MM TO 79 MM	13.6	12.0	10.7	10.1	10.2
80 MM to 85 MM	52.2	54.4	55.8	55.5	54.7
100MM	0.4	0.4	0.4	0.3	0.5
PACK COUNT SEGMENTATION %					
11 TO 15 CIGTS/PACK	4.2	3.7	3.2	3.0	3.1
16 TO 19 CIGTS/PACK	9.4	8.4	7.5	7.1	7.1
20 CIGTS/PACK	86.4	87.9	89.3	89.9	89.8
PACK TYPE SEGMENTATION %					
SOFT PACK	4.7	5.6	6.4	7.7	9.5
FLIP TOP BOX	95.3	94.4	93.6	92.3	90.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	3	3	3	3	3
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

(MEXICO)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON:					
A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PANAMA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	1,053.5	1,049.1	1,070.8	1,038.6	992.8
POPULATION TOTAL (MILLIONS)	1,823.0	1,879.0	1,830.0	1,876.0	1,923.0
PER CAPITA CONSUMPTION	578	558	585	554	516
POPULATION OVER 15 YR OF AGE (MILLIONS)	979.0	1,009.0	1,036.0	1,060.0	N.A.
PER CAPITA OVER 15 YRS	1,076	1,040	1,034	980	N.A.
SMOKER INCIDENCE					
% OF TOTAL POPULATION	---	22.7	---	24.9	---
% OF FEMALE POPULATION	---	7.6	---	9.1	---
% OF MALE POPULATION	---	37.5	---	39.0	---
COMPANY SHARES					
1) TABACAL (P.M.I.)	47.0	44.7	41.8	39.1	37.8
2) TISA (B.A.T.)	53.0	55.3	58.2	60.9	62.2
BRAND FAMILY SHARES %					
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER			
1) VICEROY	(BAT)	(TISA)	25.5	26.4	26.5
2) MARLBORO	(PMI)	(TABACAL)	17.8	16.8	17.5
3) KOOL	(BAT)	(TISA)	3.2	5.8	9.0
4) MENTOLADOS	(TABACAL)	(TABACAL)	22.2	20.7	15.9
5) BELMONT	(BAT)	(TISA)	15.2	13.7	11.3
6) IMPERIAL	(BAT)	(TISA)	5.9	6.1	6.6
7) RECORD	(BAT)	(TISA)	2.6	2.4	3.3
8) MONTEREY	(TABACAL)	(TABACAL)			3.3
9) NACIONAL	(TABACAL)	(TABACAL)	4.4	4.5	3.4
10) PARLIAMENT	(PMI)	(TABACAL)	1.8	1.7	1.5
11) MERIT	(PMI)	(TABACAL)	0.5	0.5	0.6
12) OTHERS			0.9	1.4	4.4

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(PANAMA)	1978	1979	1980	1981	1982
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)	68.4	66.6	68.2	68.4	69.6
FILTER MENTHOL	31.6	33.4	31.8	31.6	30.4
PRICE SEGMENTATION %					
PREMIUM (Price per 20's Pack in US\$)	0.3	0.3	0.3	0.3	0.3
HIGH	49.1	51.4	55.7	61.3	65.3
MEDIUM	42.2	39.7	34.2	25.3	21.4
LOW	8.4	8.6	9.8	13.1	13.0
TAR & NICOTINE SEGMENTATION %					
LOW (8.0-11.5)	0.8	1.1	0.9	1.1	1.6
HIGH/FULL FLAVOR (15.0-17.0)	99.2	98.9	99.1	98.9	98.4
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %					
80 mm to 85 MM	99.7	99.7	99.7	99.6	99.6
100 MM	0.3	0.3	0.3	0.4	0.4
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	12.5	30.9	36.6	40.2	43.6
20 CIGTS/PACK	87.5	69.1	63.4	59.8	56.4
PACK TYPE SEGMENTATION					
SOFT PACK	83.9	84.4	84.0	85.0	86.1
FLIP TOP BOX	16.1	15.6	16.0	15.0	13.9

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(PANAMA)

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2500085333

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PUERTO RICO

	1978	1979	1980	1981	1982		
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3,300.0	3,200.0	3,050.0	2,900.0	2,800.0		
LOCAL MANUFACTURE	2,622.3	2,529.0	2,429.0	2,300.0	2,220.0		
IMPORTED FROM USA	677.7	671.0	621.0	600.0	530.0		
POPULATION TOTAL (MILLIONS)	3.2	3.2	3.2	3.2	3.2		
PER CAPITA CONSUMPTION	1031	1000	953	906	875		
POPULATION OVER 15 YR OF AGE (MILLIONS)	2.2	2.2	2.2	2.2	2.2		
PER CAPITA OVER 15 YRS	1500	1454	1386	1318	1272		
SMOKER INCIDENCE							
% OF TOTAL POPULATION	22.1%	22.1%	22.1%	22.1%	22.1%		
% OF FEMALE POPULATION	12.0%	12.0%	12.0%	12.0%	12.0%		
% OF MALE POPULATION	31.0%	31.0%	31.0%	31.0%	31.0%		
COMPANY SHARES							
1) RJR	79.4	79.0	79.6	79.3	79.2		
2) P.M.	11.4	12.1	13.7	14.6	15.1		
3) AMERICAN TOBACCO	4.6	4.5	3.4	3.1	2.9		
4) BROWN & WILLIAMSON	2.3	2.2	1.7	1.5	1.4		
5) P. LORILLARD	2.3	2.2	1.6	1.5	1.4		
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
* 1) WINSTON	RJR	RJR	65.5%	65.3%	65.0%	64.7%	64.5%
* 2) SALEM	RJR	RJR	12.5%	12.5%	12.5%	12.5%	12.5%
3) MARLBORO	P.M.	P.M.	6.3%	5.4%	5.4%	5.9%	6.2%
4) MERIT	P.M.	P.M.	2.2%	3.7%	5.2%	6.0%	6.3%

(*) Estimated

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(PUERTO RICO)

	1978	1979	1980	1981	1982
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)	83%	83%	84%	84%	84%
FILTER MENTHOL	14%	14%	14%	14%	14%
NON-FILTER	3%	3%	2%	2%	2%
PRICE SEGMENTATION %					
OVER THE COUNTER \$1.25	---	---	---	---	85%
VENDING MACHINES \$1.50	---	---	---	---	15%
TAR & NICOTINE SEGMENTATION %					
LOW	4%	6%	8%	10%	10%
FULL FLAVOR	96%	94%	92%	90%	90%
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	100%	100%	100%	100%	100%
LENGTH SEGMENTATION %					
70 MM AND SHORTER	3%	3%	2%	2%	2%
80 mm to 85 MM	95%	95%	96%	96%	96%
100 MM	2%	2%	2%	2%	2%
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	15%	15%	15%	15%	15%
20 CIGTS/PACK	85%	85%	85%	85%	85%
PACK TYPE SEGMENTATION %					
SOFT PACK	23%	23%	23%	23%	23%
FLIP TOP BOX	77%	77%	77%	77%	77%

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(PUERTO RICO)

1978

1979

1980

1981

1982

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2500085336

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: URUGUAY

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)					
OF WHICH LOCAL MANUFACTURE:	3.5	3.8	3.9	4.0	3.9
POPULATION TOTAL (MILLIONS)	2.9	2.9	2.9	2.9	2.9
PER CAPITA CONSUMPTION	1217	1319	1331	1375	1322
POPULATION OVER 15 YR OF AGE (MILLIONS)	2.1	2.1	2.2	2.9	2.2
PER CAPITA OVER 15 YRS	1656	1795	1811	1870	1798
SMOKER INCIDENCE					
% OF TOTAL POPULATION	---	---	---	50.0%	43.0%
% OF FEMALE POPULATION	---	---	---	42.0%	41.0%
% OF MALE POPULATION	---	---	---	58.0%	59.0%
COMPANY SHARES					
1) A.H.S.A. - PM	9.4	7.8	6.7	7.8	11.8
2) MAILHOS GROUP	90.6	92.2	93.3	92.2	88.2

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(URUGUAY)			1978	1979	1980	1981	1982
BRAND SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) NEVADA 80		MAILHOS GROUP	27.6	32.1	34.7	37.3	37.4
2) CORONADO 80		MAILHOS GROUP	23.9	26.9	28.0	27.7	24.9
3) LA PAZ E.		MAILHOS GROUP	10.1	8.6	7.0	5.5	5.3
4) GALAXY 80		A.H.S.A.	---	---	---	---	3.7
5) RICHMOND L. 80		MAILHOS GROUP	---	---	2.1	3.3	3.5
6) RICHMOND F. 80		MAILHOS GROUP	5.5	5.0	4.4	4.0	3.4
7) FIESTA L. 80		A.H.S.A.	---	---	---	1.9	2.5
8) RICHMOND L. 100		MAILHOS GROUP	---	---	1.8	2.5	2.3
9) LA PAZ F.		MAILHOS GROUP	2.4	2.2	2.0	1.6	1.8
10) REPUBLICANA F.		MAILHOS GROUP	4.4	3.5	2.5	1.9	1.7
11) MASTER ROJO		A.H.S.A.	4.2	3.5	2.5	1.8	1.5
12) RICHMOND		MAILHOS GROUP	3.5	2.9	2.3	1.6	1.3
13) MARLBORO 80		A.H.S.A.	---	---	---	0.4	1.1
14) GALAXY 100		A.H.S.A.	---	---	---	---	0.7
15) CORONADA U.L. 80		MAILHOS GROUP	---	---	---	---	0.7
16) OTHERS			18.4	15.3	12.7	10.5	8.2
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			78.6	84.8	86.1	89.8	90.0
FILTER MENTHOL			0.1	0.1	0.1	0.1	0.1
NON-FILTER			21.3	15.1	13.8	10.1	9.9
PRICE SEGMENTATION							
PREMIUM (PRICE PER 20'S PACK IN US\$)							
HIGH (FROM US \$0.87 - ABOVE)			2.3	2.0	4.3	6.1	6.3
MEDIUM (FROM US \$0.84 TO US \$0.86)			65.0	71.2	74.3	77.7	78.6
LOW (FROM US \$0.00 TO US \$0.83)			32.7	26.8	21.4	16.2	15.1
TAR & NICOTINE SEGMENTATION %							
		FTC-TAR					
ULTRA LOW	FROM 0 TO 6		---	---	---	---	0.9
LOW	FROM 6 TO 9		---	---	---	---	4.5
MEDIUM	FROM 10 TO 15		---	---	2.4	5.8	7.0
HIGH/FULL FLAVOR	15 - ABOVE		100.0	100.0	97.6	94.2	87.5

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(URUGUAY)	1978	1979	1980	1981	1982
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	74.1	78.4	83.0	87.0	87.2
BLACK	25.9	21.6	17.0	13.0	12.8
LENGTH SEGMENTATION %					
70 MM AND SHORTER	22.8	18.9	13.8	9.6	7.0
80 MM to 85 MM	75.0	79.1	82.1	85.8	87.9
100MM	2.2	2.0	4.1	4.6	5.1
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK				0.2	0.9
16 TO 19 CIGTS/PACK	14.0	11.5	10.2	7.9	7.7
20 CIGTS/PACK	85.3	87.9	89.3	91.6	91.1
21 TO 24 CIGTS/PACK	---	---	---	---	---
25 CIGTS/PACK	0.7	0.6	0.5	0.3	0.3
PACK TYPE SEGMENTATION %					
SOFT PACK	100.0	100.0	100.0	95.9	96.4
FLIP TOP BOX	---	---	---	4.1	3.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

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(URUGUAY)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
ROLL YOUR OWN (THOUSAND KILOS)	1,056.1	965.9	795.5	682.5	674.9

2500085340

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: VENEZUELA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	21,640	21,109	21,349	20,640	20,101
OF WHICH LOCAL MANUFACTURE	21,640	21,109	21,349	20,640	20,101
POPULATION TOTAL (MILLIONS)	15.1	15.6	16.0	16.5	17.0
PER CAPITA CONSUMPTION	1,409	1,416	1,308	1,247	1,186
POPULATION OVER 15 YR OF AGE (MILLIONS)	8.6	8.9	9.2	9.6	10.2
PER CAPITA OVER 15 YRS	2,475	2,471	2,270	2,153	1,971
SMOKER INCIDENCE					
% OF TOTAL POPULATION	21.6	20.6	19.6	21.4	22.1
% OF FEMALE POPULATION	44.7	44.4	44.0	42.3	41.4
% OF MALE POPULATION	55.3	55.6	56.0	57.3	58.6
COMPANY SHARES					
1) CATANA (PHILIP MORRIS)	66.1	58.4	50.0	42.6	36.1
2) BIGOTT (B.A.T.)	33.9	41.6	50.0	57.4	63.9

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(VENEZUELA)

1978

1979

1980

1981

1982

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) ASTOR	CATANA	CATANA	62.2	55.1	46.3	39.8	32.6
2) BELMONT	BIGOTT	BIGOTT	31.6	40.2	48.7	56.3	62.4
3) MARLBORO	P.MORRIS	CATANA	.9	.8	.7	.7	.6
4) VICEROY	B.A.T.	BIGOTT	1.9	1.3	.9	.7	.6

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	99.6	99.8	99.8	99.9	99.9
FILTER MENTHOL	.1	.1	.1	.1	.1
NON-FILTER	.3	.1	.1	---	---

PRICE SEGMENTATION %

	US\$ PRICE	SHR	US\$ PRICE	SHR	US\$ PRICE	SHR	US\$ PRICE	SHR	US\$ PRICE	SHR
PREMIUM	.49	.4	.87	.3	.93	.3	1.10	.3	1.28	.3
HIGH	.47	2.2	.81	1.9	.87	1.4	1.00	1.2	1.22	1.3
MEDIUM	.35	3.4	.70	62.2	.76	.5	.93	.3	1.10	.5
LOW	.29	60.0	---	---	.70	47.8	.87	40.8	1.00	31.8
ECONOMY	---	---	---	---	---	---	---	---	.70	2.2

TAR & NICOTINE SEGMENTATION %

ULTRA LOW (PLS SPECIFY RANGE)

LOW (Under 10.0mg/cig;Nicotine:under .70mg/cig)	1.3	1.8	1.0	.5	.4
MEDIUM (Under 10.0mg/cig;Nicotine:under .70mg/cig)	---	---	---	---	---
HIGH/FULL FLAVOR (Over 10.0mg/cig;Nicotine:over .70mg/cig)	98.7	98.2	99.0	99.5	99.6

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(VENEZUELA)	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
70 MM AND SHORTER	97.0	98.7	97.9	97.7	98.6
71 MM TO 79 MM	----	----	----	----	----
80 MM to 85 MM	2.9	1.2	2.0	2.3	1.3
86 MM TO 94 MM	----	----	----	----	----
95 MM TO 99 MM	----	----	----	----	----
100MM	.1	.1	.1	----	.1
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100%	100%	100%	100%	100%
PACK TYPE SEGMENTATION %					
SOFT PACK	96.6	99.7	99.3	99.5	99.6
FLIP TOP BOX	3.4	.3	.7	.5	.4
SHOULDER PACK	----	----	----	----	----
SLIDE AND SHELL	----	----	----	----	----
PRINCESS PACK	----	----	----	----	----
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	3	3	3	2	2
B) RADIO	1	1	1	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

2500085343

(VENEZUELA)

1978

1979

1980

1981

1982

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:

A) PACKS

YES

YES

YES

YES

YES

B) CARTONS

YES

YES

YES

YES

YES

C) ADVERTISING

YES

YES

YES

YES

YES

SPECIFIC T&N NUMBERS ON:

A) PACKS

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

TAR BAND PRINTED ON:

A) PACKS

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

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2500085345

CANADA

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CANADA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	61,570	63,873	64,503	66,519	66,258
OF WHICH LOCAL MANUFACTURE:	99.45%	99.47%	99.51%	99.52%	99.53%
IMPORTED FROM 1) US	.45	.43	.39	.38	.37
2) OTHER	.10	.10	.10	.10	.10
POPULATION TOTAL (MILLIONS)	23.6	23.7	23.9	24.3	24.6
PER CAPITA CONSUMPTION	2608	2695	2698	2737	2693
POPULATION OVER 15 YR OF AGE (MILLIONS)	17.7	18.0	18.4	18.9	19.1
PER CAPITA OVER 15 YRS	3480	3548	3505	3507	3466
SMOKER INCIDENCE					
% OF TOTAL POPULATION	39.0%	38.6%	39.2%	37.8%	37.0%
% OF FEMALE POPULATION	36.2	36.0	36.2	35.4	35.6
% OF MALE POPULATION	41.9	41.2	42.3	40.3	38.6
COMPANY SHARES					
1) BENSON & HEDGES	12.14%	11.78%	11.36%	10.98%	10.61%
2) MACDONALD	19.12	17.40	17.61	17.27	17.53
3) ROTHMANS	26.26	25.50	24.17	23.19	22.68
4) IMPERIAL	42.18	45.08	46.65	48.37	49.02
5) BASTOS	.30	.24	.21	.19	.16

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(CANADA)	1978	1979	1980	1981	1982			
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) PLAYERS		IMPERIAL	14.83%	16.18%	17.80%	19.78%	20.75%	
2) DU MAURIER		IMPERIAL	13.31%	14.13	14.35%	15.33	15.97	
3) EXPORT		MACDONALD	17.15	15.53	15.76	15.18	15.01	
4) CRAVEN		ROTHMAN	10.04	9.90	9.79	9.53	9.51	
5) ROTHMANS		ROTHMAN	11.34	11.02	10.12	9.84	9.43	
6) MATINEE		IMPERIAL	5.60	6.72	7.02	6.55	6.13	
7) MARK TEN		B & H	4.44	4.48	4.05	3.75	3.27	
8) BELVEDERE		B & H	3.51	3.41	3.34	3.22	3.08	
9) NUMBER 7		ROTHMAN	3.50	3.41	3.24	2.92	2.76	
10) CAMEO		IMPERIAL	3.12	2.97	2.76	2.46	2.27	
11) PETER JACKSON		IMPERIAL	2.67	2.55	2.36	2.12	1.92	
12) VANTAGE		MACDONALD	1.21	1.19	1.30	1.55	1.63	
13) BENSON & HEDGES		B & H	1.34	1.41	1.46	1.50	1.61	
14) VISCOUNT		B & H	2.10	1.83	1.55	1.36	1.36	
15) MEDALLION		IMPERIAL	.71	.89	.96	.91	.88	
MARKET SEGMENTATION %								
FILTER			95.37	96.11	96.48	96.83	97.19	
PLAIN			4.63	3.89	3.52	3.17	2.81	
PRICE SEGMENTATION %								
NO PRICE SEGMENTATION EXCEPT FOR VARIATION BETWEEN REGULAR AND K.S. FORMAT								
AVERAGE 10¢ A CARTON OR 1¢ PER PACK								
TAR & NICOTINE SEGMENTATION %								
ULTRA LOW (PLS SPECIFY RANGE)	0-5		5.13%	6.12%	6.97%	7.32	7.75%	
LOW	"	"	6-9	4.60	5.14	6.87	8.30	8.88
MEDIUM	"	"	10-15	33.62	37.32	40.43	41.82	43.63
HIGH/FULL FLAVOR	"	"	16+	56-64	51.43	45.73	42.56	39.73
TOBACCO TYPE SEGMENTATION %								
BLOND: AMERICAN			.5	.4	.4	.4	.4	
VIRGINIA			99.5	99.6	99.6	99.6	99.6	

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(CANADA)	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
71 MM TO 79 MM	47.21	47.51	49.17	50.59	50.68
80 MM TO 85 MM	50.71	50.18	48.33	46.82	46.33
100 MM TO 120 MM	2.08	2.31	2.50	2.59	2.98

PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	21.9	20.7	20.8	19.8	18.9
25 CIGTS/PACK	78.1	79.3	79.2	80.2	81.1

PACK TYPE SEGMENTATION %					
FLIP TOP BOX	12.4	12.3	11.4	10.7	10.4
SLIDE AND SHELL	87.6	87.7	88.6	89.3	89.6

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) NEWSPAPERS	1	1	1	1	1
B) MAGAZINES	1	1	1	1	1
C) POINT OF SALE	1	1	1	1	1
D) BILLBOARDS	1	1	1	1	1
E) SAMPLING	(12 MONTHS ON NEW INTRODUCTION ONLY)				

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	---
B) CARTONS	NO	NO	NOT ANTICIPATED	WITHIN NEXT 12 MTHS	
C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	---
B) CARTONS	NO	NO	NOT ANTICIPATED	WITHIN NEXT 12 MTHS	
C) ADVERTISING	YES	YES	YES	YES	---

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

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(CANADA)	1978	1979	1980	1981	1982
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	439.5	420.3	415.0	413.8	381.1
PIPE TOBACCO (THOUSAND KILOS)	285.7	245.1	214.9	183.6	166.4
ROLL YOUR OWN (THOUSAND KILOS)	5617.2	5197.0	4768.3	4746.3	5535.3
CHEWING TOBACCO (THOUSAND KILOS) AND SNUF (THOUSAND KILOS)	570.2	573.3	578.4	540.4	143.1

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U. S. A.

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: U.S.A. MARKET

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	603,089	609,894	616,710	626,476	622,306
POPULATION TOTAL (MILLIONS)	218.4	220.2	222.2	224.2	226.3
PER CAPITA CONSUMPTION	2,761	2,770	2,775	2,794	2,750
POPULATION OVER 18 YR OF AGE (MILLIONS)	155.1	157.7	160.2	162.6	164.9
PER CAPITA OVER 18 YRS	3,888	3,867	3,850	3,853	3,774
SMOKER INCIDENCE					
% OF TOTAL POPULATION	37.0	36.5	36.0	33.4	34.3
% OF FEMALE POPULATION	35.0	34.0	33.0	30.6	32.3
% OF MALE POPULATION	39.0	39.5	40.0	36.6	36.5
COMPANY SHARES					
1) R.J. REYNOLDS	32.9	32.7	32.7	33.1	33.5
2) PHILIP MORRIS	27.9	29.0	31.0	31.8	32.8
3) BROWN & WILLIAMSON	15.3	14.5	13.7	14.0	13.4
4) AMERICAN BRANDS	11.7	11.5	10.6	9.5	8.8
5) LORILLARD	9.0	9.6	9.6	9.0	8.6
6) THE LIGGETT GROUP	3.2	2.7	2.3	2.6	2.9

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(U.S.A.)			1978	1979	1980	1981	1982
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1) MARLBORO		PHILIP MORRIS	16.8	17.0	17.8	18.3	19.2
2) WINSTON		R.J. REYNOLDS	14.0	13.4	13.3	13.3	13.2
3) SALEM		R.J. REYNOLDS	9.0	8.9	8.7	8.8	8.8
4) KOOL		BROWN & WILLIAMSON	9.8	9.3	8.8	8.4	8.2
5) CAMEL		R.J. REYNOLDS	4.3	4.3	4.3	4.8	4.9
6) BENSON & HEDGES		PHILIP MORRIS	4.4	4.4	4.5	4.5	4.7
7) MERIT		PHILIP MORRIS	2.9	3.7	4.2	4.5	4.5
8) PALL MALL		AMERICAN	6.1	5.6	5.1	4.7	4.3
9) KENT		LORILLARD	5.0	5.2	5.0	4.5	4.1
10) VANTAGE		R.J. REYNOLDS	3.1	3.4	3.8	3.7	3.9
11) VIRGINIA SLIMS		PHILIP MORRIS	1.6	1.8	2.3	2.5	2.5
12) NEWPORT		LORILLARD	1.4	1.6	1.9	2.2	2.4
13) CARLTON		AMERICAN	1.7	2.4	2.5	2.2	2.1
14) MORE		R.J. REYNOLDS	1.0	1.1	1.2	1.5	1.6
15) RALEIGH		BROWN & WILLIAMSON	2.0	1.9	1.8	1.7	1.6
16) OTHERS			16.9	16.0	14.8	14.4	14.0
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			61.6	62.4	63.3	63.7	64.1
FILTER MENTHOL			28.6	28.6	28.5	28.5	28.7
NON-FILTER			9.8	9.0	8.2	7.8	7.2
PRICE SEGMENTATION %							
HIGH			100.0%	100.0%	99.96%	99.54%	99.05%
ECONOMY			---	---	0.4%	.46%	.95%
*Economy includes all Generic packings							
TAR & NICOTINE SEGMENTATION %							
ULTRA LOW (0-6 mg. tar)			3.7	5.9	8.0	9.8	10.3
MEDIUM (7-15 mg. tar)			28.5	37.3	39.7	46.6	54.3
HIGH/FULL FLAVOR (16+ mgs.)			58.0	47.8	44.1	35.9	28.2
(does not include Non-Filter)							
TOBACCO TYPE SEGMENTATION %							
BLOND: VIRGINIA			100.0%	100.0%	100.0%	100.0%	100.0%

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(U.S.A.)	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
70 MM AND SHORTER	4.2	3.8	3.5	3.4	3.2
80 mm to 85 MM	65.6	64.5	62.8	61.4	60.1
100 MM	28.5	30.0	31.9	33.2	34.6
OVER 100 MM (120's)	1.7	1.7	1.8	2.0	2.1
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %					
SOFT PACK	90.2	90.2	89.6	88.5	87.1
FLIP TOP BOX	9.8	9.8	10.4	11.5	12.9
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

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(U.S.A.)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	---	---	YES	---	---
B) CARTONS	---	---	YES	---	---
C) ADVERTISING	---	---	YES	---	---
SPECIFIC T&N NUMBERS ON:					
A) PACKS	---	---	NO	---	---
B) CARTONS	---	---	NO	---	---
C) ADVERTISING	---	---	YES	---	---
TAR BANDS PRINTED ON:					
A) PACKS	---	---	NO	---	---
B) CARTONS	---	---	NO	---	---
C) ADVERTISING	---	---	NO	---	---
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	4,672.7	4,265.4	3952.5	3,855.2	3,629.5
PIPE TOBACCO - DOMESTIC (THOUSAND LBS.)	31,400	28,820	27,319	26,774	24,527
LITTLE CIGARS	1,553.5	1,433.3	1,415.8	1,367.7	1,265.0
ROLL YOUR OWN (THOUSAND LBS.)	3,847	3,456	3,236	3,262	3,368
CHEWING TOBACCO (THOUSAND LBS.)	80,688	87,410	91,068	90,247	87,975
SNUFF (THOUSAND LBS.)	35,909	37,379	38,671	41,974	43,870
BIDI (MILLIONS)	---	---	1,062	1,720	3,693
KRETEK (MILLIONS)	6.233	10.665	15.976	23.994	45.482

SOURCE: TOBACCO MERCHANTS ASSOCIATION.

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